

PRINTERS INK

A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK



VOL. XXII. NEW YORK, JANUARY 12, 1898.

HERE IT IS AGAIN!

BOOKS
OPEN
TO ALL

On January 1, 1898,
**THE
PHILADELPHIA
RECORD**

In accordance with its usual custom,
gave in sworn affidavits a detailed statement of its circulation for
preceding year. And the convincing figures were as follows:

Total of all issues for the year,	58,974,770
For 313 week-day issues,	52,429,818
Week-day average for the year,	167,507
Total for 52 Sunday issues,	6,544,952
Sunday average for the year,	125,864

Daily rate 25c. per line. Sunday rate 20c. per line.

Get More for Your Money if You Can.

Address communications to

THE RECORD PUBLISHING COMPANY,
PHILADELPHIA.

First Principles in Advertising.

It must not be supposed that the journal having a constituency of the highest social class is always able to command the highest price. The one paper in the United States which asks and is able to command the highest price for its advertising space is rarely seen in the large cities. This paper is called *Comfort*, and is published at Augusta, Maine.

From an address delivered before the University of Pennsylvania, School of Journalism, by John Irving Romer.

THE REASON IS THIS:

COMFORT has the largest sworn circulation in America, and yields the best returns to advertisers.

Therefore "if you put it in **COMFORT** it pays."

By advertising in "**COMFORT**" you gain the attention of over six million readers. There is no other possible way in which a Great Fortune can be built so rapidly for small business, as *Comfort* goes directly into a million and a quarter homes of well-to-do people who buy goods. Space can be secured at all of the leading agencies.

W. H. GANNETT, Publisher, Augusta, Maine.

INCORPORATED.

BOSTON.
John Hancock Building.
Fred H. Owen.

NEW YORK.
33 Tribune Building.
Lewis A. Leonard.

CHICAGO.
Marquette Building.
Frank H. Thomas.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 22, 1892.

Vol. XXII.

NEW YORK, JANUARY 12, 1898.

No. 2.

HOW THE NEW YORK SUNDAY PAPERS GET INTO NEW ENGLAND.

By C. E. Sweeney.

Few people have any idea of the amount of labor that is required to get a Sunday issue of our great dailies five hundred miles away within six hours after leaving the press, and fewer still know anything of the nervous strain that is upon every one from the "fly-boy to the superintendent of the mailing department" that has this task to perform. No editor has ever been known to let the forms go to press early Sunday morning, and no amount of urging or explanation will ever convince an editor that such a thing is necessary. At last, when the forms are locked, down they go to the stereotyper, then, quick as nimble fingers can do it, they are placed upon the presses, the power turned on, and away they go, five or six presses running at their top speed, thousands of copies to be printed, counted, wrapped, tied and loaded on to wagons and trucks and taken to the Grand Central, all in from thirty to forty minutes.

Every man is at his post and every man is expected to do his utmost; no laggards are wanted or tolerated. To the uninitiated confusion seems to be the ruling factor, but to the experienced eye everything is running smoothly; every man is doing his work and doing it rapidly. The bundles are being wrapped according to amounts required by each newsdealer. The wagons are loaded according to destination, and it is all done so quickly that what would have been a fine circulation a few years ago for a paper is now only the "fast east" mail. The last wagon is loaded and away within ten minutes. To get to Forty-fourth street and unload, up through Park Row to the Bowery, through the Bowery to Fourth avenue, thence to the depot. The horses know what is required of them; they know that they must get there on time; no matter if they are killed, the main

sheets of the paper must be delivered. Newspaper wagons are allowed the privilege in New York of limiting their speed only according to the running powers of their horses, and thirteen minutes is thought to be ample time for any horse to take a ton of paper to the Grand Central Depot from Printing House Square, a distance of at least three miles. At the depot the same seeming confusion exists. Ten, twenty or thirty wagons all there at one time and all anxious to get unloaded. Fifty men stand ready to help; shouting, and sometimes something else is mingled with the puffing of the locomotive and noise of moving cars. A horse has fallen! cut him loose! back the wagon and unload! all done in twenty seconds. The train begins to move; in comes a wagon with two or three hundred bundles; out go the bundles on the ground, and as fast as they are thrown out ready hands grab them and toss them aboard the train. Not a bundle or a wagon missed! Everything on board, but, oh! what a confusion! Now the messengers from the papers have to hustle. Every paper must be in its place within thirty minutes or something will "drop" Monday morning when the powers that be get around. No time for thought; action and accuracy are the requisites, and no matter how small the bundle, the "kick" is just as strong if the newsdealer doesn't get it.

Some fifteen years ago it was different. Then it was only part of a compartment car that was needed, now it takes seven of the largest baggage cars the railroad uses, and more times than not they are loaded so that the trucks are on the axle. The growth has been gradual but it is steady, and to-day fault is being found that the cars are not large enough. Fifteen years ago the papers used to send the newsdealers' orders entirely in one bundle, now they begin to load the train at 11 p. m. Saturday, and it is steady work until 2 a. m. Sunday, when there is a little

rest of ten or fifteen minutes, when the main sheets come. Occasionally, when the edition is expected to be rather large, it has become the practice to send as many supplements as possible a day or two ahead, so as to relieve the train as much as possible. The make-up of the train is according to destination; *i. e.*, the first three cars are for Boston, the next two for Connecticut, and are dropped at Springfield; the next two for Providence being switched off at New Haven, where fifteen or twenty of the messengers also leave, so as to return to the city.

On the sides of the Boston cars are hung pieces of paper with numbers scribbled on them, and beneath these numbers are placed the papers with the corresponding numbers printed on the labels, as each number is a wagon number. This is necessary for the purpose of unloading on the arrival at Boston, and so perfect is the plan and so systematic is the work that within six minutes the cars are unloaded and some 25 or 30 wagons and double trucks filled and out of the yard. In the Connecticut cars the arrangements are for throwing off quickly, and the same may be said of the Shore Line cars. No certain space is allotted to each paper: they are piled together promiscuously according to destination. At present the *World* leads by a very small margin, with the *Journal* a close second and gaining every Sunday. The other papers rank: *Herald*, *Sun*, *Press*, *Tribune*, *Times*, *News*, *Mercury* and *Staats Zeitung*.

The *Sun* runs the train to Boston and the *Herald* runs the Shore Line. There was some talk of late of letting the Government take control, but the disastrous experiment which was tried on the "Fast South" a month or two ago has done away with all thoughts of paying one cent per pound for Sunday papers. It costs a great deal more at a cent per pound, in the first place, and the service is not so good.

On Sunday, Jan. 24, the "Fast East" was so overloaded with papers that the yardmaster threatened to stop the train altogether, but a compromise was effected by taking off the "blue car," or Boston car. The main sheets, of course, were delayed about twenty-four hours in getting into Boston.

THE merchant who, for the sake of economy would refuse to light up his store after dark is on a par with one who for the same reason refuses to advertise his wares.



ARTHUR LAMALICE.

La Presse, the great French daily of Montreal, has a larger circulation and a younger advertising manager than any other daily newspaper in Canada. Mr. Arthur Lamalice, who is only twenty-six years old, has had a career that resembles Barnum's in its diversity of occupation. Among other things he has been a bookkeeper, a traveling agent for dry goods, a land agent, an advertisement writer, a solicitor of ads and now advertising manager. Mr. Nathaniel C. Fowler has declared that there are not half a dozen men in Canada to-day who can write as good ads as Mr. Lamalice. The portrait here presented is a good likeness.

HAMILTON IN LONDON.

Tody Hamilton, the press agent of the Barnum & Bailey circus, is having a grand time in England working off all the old stories that in the past served their purpose in America. Tody is starting the British public with the amazing things that happened at all sorts of hours among the animals and the performers of the big circus. Indeed, he is getting free advertising at a rate which is really amazing, when one considers the conservatism of the British. It is this very audacity that makes this success. Even the *London Times* has printed in full the programme of one performance as a most remarkable illustration of the alliteration in wonderful show announcements characteristic of Americans.—*Fourth Estate*.

THE tongue of a well-pleased patron is always a good advertising medium.—*Iron Age*.

CHEAP goods which the buyer believes are bargains are poor advertisements. Give real bargains or stick to the standard grades at fair prices.—*Iron Age*.

The HEART of the United States



Albany, N.Y.	Journal	Utica	Press
	Argus (Sunday)	Elizabeth, N. J.	Journal
	Express	Jersey City	Journal
	Times-Union	Newark	News
Binghamton	Herald		Sunday Call
	Leader	Passaic	News
Brooklyn	Eagle	Paterson	News
	Times		Call
Buffalo	Commercial	Trenton	True American
	Courier Record		Sunday Advertiser
	News	Chester, Pa.	Times
	Times	Harrisburg	Star Independent
	Express		Patriot
Elmira	Advertiser	Pittsburg	Chronicle Telegraph
	Gazette and Free Press		Dispatch
Rochester	Democrat & Chronicle		Post
	Herald		Times
	Union & Advertiser		Commercial Gazette
Syracuse	Herald	Pottsville	Republican
	Post	Reading	Eagle
Troy	Press	Scranton	Truth
	Times	West Chester	Local News
Utica	Observer	Wilkesbarre	Record

The great States of New York and Pennsylvania and the respectable State of New Jersey, situated between them, constitute the very heart of the United States. It is a region of dense population, great wealth and marked intelligence. To reach the people, the papers enumerated above will be found the best. There are other good papers in the interior of these three States, but those mentioned are the best, and a liberal advertisement in each of them will be likely to use up a very considerable appropriation.

It will be noticed that no papers published in New York or Philadelphia are mentioned. Those cities are points of such national importance that they must necessarily be treated by themselves. The man who advertises largely in the leading papers of New York and Philadelphia does more than appeal to the citizens of New York, New Jersey and Pennsylvania: he addresses a considerable proportion of the population of the entire country.

This is not a paid advertisement, but represents the opinion of the editor of PRINTERS' INK.



WHICH?

As a work of art the half-tone picture here presented is not a success. The telegram contains these words:

NORFOLK, Va., Oct. 18, 1897.

Geo. P. Rowell & Co., 20 Spruce street, New York:

Which has largest circulation, New York *Herald* or *Sun*, to decide wager? Wire answer. HENRY HOFFMAN, Atlantic Hotel.

The publishers of PRINTERS' INK did not respond to above application. For many years they have never been able to learn how many copies were printed of either the *Herald* or the *Sun*. Not knowing the measurement of either, they are unable to state which is larger. Probably both the *Herald* and the *Sun* print more copies than the public generally give them credit for. If this is the case it is a mistaken idea on their part to keep secret the extent of their issue. It is the boast of the *Sun* that its circulation is double that of the *Herald* within the city of New York. And the *Sun* long displayed a banner upon which were inscribed the words, "If you see it in the *Sun*, it's so." Of late that banner has not waved as conspicuously as formerly. Perhaps this is because the *Sun* has arrived at the conclusion that people no longer need to be told what everybody knows.—[ED. P. I.]

TOO TRUE.

Where there is one man who fails in business through audacity, there are ten men who fail in business through timidity and over-caution.—*Bates*.

THE LITTLE FELLOWS.

It isn't half the trick to spend a thousand dollars a month in advertising and get direct results from it, that it is to make a little expenditure of \$50 or \$100 pay.

Yet I have frequently heard business men say: "I only spend a small amount of money in advertising, not enough to make it worth while to employ a regular business writer."

As a general rule, men of this class admit that they do not get any returns from their advertising. They simply keep it up "for the sake of having their name in the paper."

In other words, they practically throw away just so much money every month, that might just as well be invested profitably. It is possible to get excellent results from a small amount of advertising, if it is properly attended to.

It must be watched very closely however. Position must be the best in the paper, in the first place. The matter must be cleverly written, and it must be changed very frequently, preferably every insertion. The typographical display must be quiet, yet distinctive enough to throw it out so that it is one of the very first things that the eye catches when the page is turned.

Hard rules to follow. Yes, but they must be followed if results are to be obtained.

It is better to use a two or three-inch space, and have it properly attended to, than to use one twice the size and neglect it.—*Profitable Publicity*.

SCANDINAVIANS.

There are more than 3,000,000 Scandinavians in the United States, their largest settlements being in the Northwest. They speak two languages—Swedish and Norwegian Danish. The illiterates among them number about one-half of one per cent. Daily papers in the Scandinavian tongues do not pay, since the sons and daughters of the North learn English and depend upon papers in that language for current news. But the Norsemen give liberal support to the weeklies that publish literary matter and correspondence from home. Some of these papers are widely circulated and prosperous.—*National Advertiser*, New York.

Testimony to the merits of
THE NEW YORK TIMES
 ("all the news that's fit to print")
 as an advertising medium.



Rockwood Photographers

1440 Broadway, 40th Street, N. Y.

HOLLAND BUILDING

(ROOM 300 ON GROUND FLOOR.)

Geo. O. Rockwood,

PRINT AND TRADE,

J. Aug. Randel,

VICE-PRESIDENT AND SECY.

New York, Dec. 29th 1897

Publisher of the N. Y. Times:

Dear Sir:

It gives me great pleasure to repeat what I recently wrote you: "I am happy to say that we are very busy in every department; thanks due in a large extent to the advertising I have done during the last six months, of which the Times forms an excellent medium."

I shall continue in my head-long career!

Yours Truly
 C. W. Rockwood

IN THE FLOUR CITY.

THE ROCHESTER (N. Y.) "HERALD" SELLS SIXTEEN THOUSAND COPIES DAILY, USES TWELVE TONS OF PAPER IN A WEEK AND HAS A FOREMAN WITH A MOVABLE EYE.

The Rochester *Herald* has adopted the most outspoken policy of publicity respecting its circulation and recognized the right of purchasers of space in its columns to know what they are paying for, still there has been a minority among the local advertisers who were inclined to give more weight to the industriously circulated misstatements of envious competitors than to the *Herald's* detailed publication of the facts and the affidavits of its business manager.

Perhaps it is not much to be wondered at that a few were skeptical. Compelled for years to depend upon glittering generalities about pretty much everything except what they wanted to know, they came to accept the actual circulation of a newspaper as something similar in character to electricity, for instance, capable of being bought and sold and manufactured, but invisible, intangible, mysterious, and altogether past finding out. This minority was unable to comprehend why the *Herald* should actually publish the truth about its circulation, when it might have gone on, perhaps for years, permitting its advertising managers to indulge in large and hazy figures about what happened, or might have happened, at some time in the misty past, or was likely to happen in the shadowy future.

The *Herald* knew what it was about; it knew that it had a large and valuable and growing circulation; it knew that it was daily becoming more and more the medium to which people looked for the news. It would require a page to enumerate and describe the numerous instances in which people who wanted the news have been compelled to read the *Herald*, simply because the other papers had not displayed enterprise enough to get it.

The *Herald* knew what it was about. It proposed to publish truthfully not only the news, but also its circulation, and it did so.

To overcome the last remaining doubt upon the part of any Rochester advertiser, the *Herald* addressed on December 13 last a letter to twenty-five of the most extensive local advertisers, inviting them to personally inspect the *Herald's* circulation books, records and accounts, to visit its press rooms and mailing rooms, and to make a thorough and exhaustive examination of all the facts as to the *Herald's* circulation.

On Friday evening, December 17, a committee, representative of the leading business interests of the city, called at the *Herald* office and spent several hours in an examination of its books and records and accounts.

As a preliminary to the examination of the books the management of the *Herald* stated that, inasmuch as a deliberately dishonest management might undoubtedly so skillfully falsify the books as to deceive even the most painstaking and thorough examination, it had been deemed proper to submit certain certificates and affidavits as corroborative of what would be later disclosed by the books.

There was submitted a statement giving the details of the *Herald's* circulation, which showed the actual number of copies sent out: First, by carrier boys; second, to Rochester dealers and agents; third, street and office sales; fourth, free copies to employees and others; stolen, waste, etc.; fifth, by mail to subscribers outside of the city; sixth, to

dealers outside of Rochester; seventh, free samples sent outside of Rochester. The statement showed that the *Herald's* circulation is nearly equally divided between the city and country, the city circulation being a little less than half of the total.

The post-office receipts for postage on copies going by mail were submitted and verified by the committee. This was a simple matter, as postage on newspapers sent outside county is at the rate of one cent per pound, and the total payment in cents for the period covered showed the exact number of pounds sent out, and calculation of the total number of copies from this was simple, knowing the weight of 1,000 papers.

When these certificates and affidavits and bills and receipts had been scrutinized and digested the committee proceeded to an examination of the circulation books. At this point the committee expressed themselves as perfectly satisfied that the *Herald's* circulation had been understated rather than exaggerated, and no further examination was necessary, but the *Herald* preferred to have the books examined also, and an hour was spent in looking over the route books, mailing lists and subscription ledgers, etc.

When this was finished the committee made a tour of the *Herald's* establishment, visiting the composing-room with its clicking linotypes, its hurrying boys darting hither and thither, its silent, swaying "ad" men, with the alert foreman directing all, his eye on everything at once, and his whole mind on catching the first mail. What seemed like chaos gradually resolved itself before their unaccustomed eyes into what it is in reality, a perfect system, every man in his place, and everything co-ordinating to the supreme moment when the work of reporters and editors and advertisers goes on to the huge press and the papers begin to drop like gigantic snowflakes into the arms of the waiting boys to be instantly scattered throughout the city, and to hundreds of hamlets in Western New York.

LEAVE out the adjectives and let the nouns do the fighting.—Emerson.

ILLUSTRATED EXPRESSION.



"PUTTING IN A NEW PLANT."

THE San Francisco CALL

JOHN D. SPRECKLES, Proprietor.
W. S. LEAKE, Manager.

Best Staff of Correspondents !
Best News Service !
Best Local Equipment !

**The Great Family Paper.
Into the Homes It Goes.**

Published every morning in the year.



**Circulation
Exceeds 50,000 Daily**



For sample copies, rates and further
information, address

DAVID ALLEN, Eastern Representative,
188 World Building,
New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

The latter part of November, Kirby Thomas, of the Superior (Wis.) *Evening Telegram*, sent me a distinct novelty in the way of newspaper advertising.

It was in the shape of an "Extra Special Edition" of the Superior *Herald*. It consisted of four pages headed, "Fake! Fraud! Deceit! Bogus Bankrupt Sale! Fake advertising and how it is conducted by some Superior merchants!"

There was nothing in the sheet but advertising, apparently paid for by Spicer-Fanning Company, for the purpose of roasting L. Albenberg & Co., who were at that time conducting a "bankrupt" clothing sale in West Superior.

Similar advertising also appeared in the *Sunday Leader*.

Most of the space was taken up with reproductions of the ads of Albenberg & Co.

The following statement shows the facts as seen by the Spicer-Fanning Company:

Undisputable Facts.

About November 10 L. Albenberg & Co., of this city, commenced to advertise in the daily papers that they had purchased the entire bankrupt stock of the Claremont Mercantile Co., of Claremont, Minn., and that they had rented the store room in the Berkshire block, formerly occupied by Lightbody & Co., for the display and sale of this enormous stock. Fake sales have been frequent in this city during the past two years, and we decided to thoroughly investigate this Bankrupt Sale and find out all about it. On November 15 we dispatched a trusty man to Claremont to look the matter up and report. He found Claremont to be a small place of about 400 inhabitants, situated about 90 miles from St. Paul on the C. & N. W. R. R., and that the enormous stock of the Claremont Mercantile Co. consisted of about Two Thousand Dollars (\$2,000) when the sale was made; it was made up of groceries, dry goods, clothing, boots and shoes, men's furnishing goods, etc., in fact such a stock as is usually found in small country general stores, and strange to relate, he also found the store open and a bankrupt sale going on. The groceries had been sold to a grocerman in the same town, but the balance of the stock had been on sale for over a month before he arrived. See advertisement in the left hand column marked No. 1 copied from the Claremont *Weekly Leader*, dated October 14. Up to the time our man left there, November 16, not a dollar's worth of goods had been shipped to West Superior or anywhere else, but on

the contrary a number of cases of goods had been shipped in from St. Paul to add to the stock. But on November 18, in the *Evening Telegram*, L. Albenberg & Co. advertised that the monster stock of the Claremont Mercantile Co. had arrived. See copy of their ad of that date at the bottom of this column, with the cut of a railroad train bearing the stock to the "Busy Store," when, in fact, not a single case of goods had been shipped from Claremont to West Superior, or anywhere else. To make perfectly sure that no goods had been shipped from Claremont between November 16 and November 25, we again sent out our representative to Claremont, and found from the railroad company, and also from the employees of the store, that absolutely not a dollar's worth of goods had been shipped to West Superior or anywhere else up to the evening of November 24 (last Wednesday), but all this time L. Albenberg & Co. were advertising in our daily papers that the entire stock, excepting groceries, clothing, boots, shoes, were here in the Berkshire block, and during the past week after dark they had men at work carrying goods across the street from their regular store to add to the monster stock of the Claremont Mercantile Co. in the Berkshire block (which was still in Claremont, Minn.) Kindly read the advertisement printed here. At the left are two of their advertisements copied from the Claremont *Weekly Leader*: take note that ad No. 1 is dated October 14, and ad No. 2 is dated November 25, which was Thanksgiving day. Then turn to the right hand column and read some of their advertisements printed in our daily papers since November 9, and also read the heading of a circular got out last Friday at the bottom of right hand column, and we think you will quickly understand all about this Bogus Bankrupt sale of the enormous stock of the Claremont Mercantile Co., of Claremont, Minn.

How L. Albenberg & Co. looked upon the matter may be seen by the following, which occupied part of one of their advertisements:

\$1,000 worth of Free Advertising.

If it had not been done in a spirit of malice, growing from the frequent disappointments we are causing the boisterous Up Street Store by underselling them, we might thank our amiable competitors for their liberal advertising of our Great Bankrupt Sale.

Let us admit, for the sake of argument, that only a part of the \$30,000 stock, which was placed on sale this morning across the street from our store, came from Claremont, Minn.

What matters it to the public if we, for reasons which we might not care to publish (and which are really nobody's business but our own), would not divulge the real point of origin of this Bankrupt Stock? What cares

the public as long as we live up to our announcements and show the goods we advertise and sell them at prices which drive our competitors to madness, but bring joy to our many customers.

So much is certain: If we had not the stock we advertised, and if we were not selling it at bankrupt prices, our big "Holler-than-Thou" friends up the street would never spend days of labor and hundreds of dollars to injure us, but would let the people find us out and punish us for fraudulent advertising.

L. ALBENBERG & CO.

It is, of course, very reprehensible for a man to run a bankrupt sale that is not a bankrupt sale, and he is a "faker" when he manufactures a cause for a sale of this sort and locates the purchase of the bankrupt stock in some place where a bankrupt stock did not exist.

He's a bad man.

But his sin is pretty sure to find him out if it is a real, dark, deep sin and hurts anybody.

The trouble in figuring out the real right and wrong of a case of this sort is that even in some of the ads of the very best and biggest stores there are occasional fairy tales, the concoction of which keeps the advertising man out of other mischief, amuses the proprietor and doesn't hurt the customer.

I never could see iniquity in advertising 100 dozen when there were only 67 dozen.

I never could see dire dishonesty in saying: "We bought this stock at a low price from a New York jobber," when in reality the stock was bought from a Chicago jobber.

There are lots of harmless fairy tales in the advertising of to-day, but so long as the quality of the goods is stated honestly and the price is low, I can't see that any one is harmed very much, unless it be the advertiser who pays the bills, for he makes a mistake.

Both of the Wisconsin firms were wrong, and the one who was most righteous was most wrong. I don't mean morally or religiously wrong—I mean practically wrong. Both of them made business mistakes, but the one who jumped on the mistake of the other made the biggest mistake.

This is such a big world, and there is such a lot in it that there is no reason why brethren should not dwell together in peace, even if they do happen to be in the same line of business in the same town.

If the town isn't big enough to support two stores, quarreling will not increase the population. If it is big

enough for two, why not settle down and be happy?

If Albenberg & Co. lied about their bankrupt sale, which they seem to admit they did, they were wrong—possibly not so wrong morally as they were financially.

The truth is generally good enough; it is generally interesting enough. Albenberg & Co. probably had some bargains. It was nobody's business where they got them until they told where they got them and lied about it. Then it was somebody's business. Then it became everybody's business. It was everybody's business because everybody had a right to say: "Well, if they lie about where they got the stock, they probably lie about the quality."

That's the reason Albenberg & Co. make a mistake.

You can get people into a store without yelling "fire" and "bankruptcy." Good, hard facts about bargains are good enough to bring people into a store if the bargains are real bargains. Lying about them won't make them any better bargains and won't deceive very many people very long.

The man who resorts to that sort of business is his own Nemesis. It isn't necessary for his competitors to jump on him. His customer will take care of that all right—just give him time.

The Spicer-Fanning Company spent a lot of money for nothing. They surely became needlessly excited, probably used a great deal of unparliamentary language, had headaches and lost time and sleep over something that needn't have particularly worried them. Moreover, they advertised their hated rivals, and I wouldn't be a bit surprised if they helped the bankrupt sale rather than hurt it. If you abuse a man enough you are pretty sure to excite sympathy for him. On the same principle that the murderer whose crime is most brutal, and who is therefore most condemned by press and public, gets the most bouquets and love letters from sympathetic women.

I am continually astonished by the fact that nearly all retail merchants say and believe that their competitors are scalawags, and that they are really the only Simon-pure, honest dealers in their particular neck of woods. If you talk to the competitor, the competitor will say the same thing. He would say that he was the only honest man in a day's journey. Each of these men spend time in thinking about the wickedness

of the other and devising plans to thwart his nefarious schemes, that would make him rich if he would simply devote it to attending to his own business. I have never been able to understand why competitors should be enemies. If a man does business in a straightforward, honest way and knows how to do business for the benefit of his customers as well as himself, he will find that the more dishonest tricks are used against him, the more trade he will have. He needn't worry at all about the dishonesty of his competitors. Let him go right straight ahead and attend to his own business in the best way he knows how, and he will find that the dishonest competition doesn't hurt him a great deal.

I don't mean by this that he must be pig headed and utterly ignore this competition. He ought to know something about it. He ought to know what his competitor is doing, but he certainly shouldn't advertise him by abusing him in print or by talking about him in his store. He ought to spend his time and his money in talking about the good points of his own goods.

If he finds that his dishonest competitor is apparently successful, let him not think for a minute that he is successful because he is dishonest. He is successful in spite of his dishonesty because he is smart—because he gives people what they think they want and doesn't insist upon forcing upon them what he thinks they want. He doesn't try to make them think they think they want something that they don't want.

I know a clothing man who makes about the best clothes that are sold at retail in this country.

He is pretty sure that some of his competitors are getting a little the best of him because they are dishonest and because they lie in their advertising.

It isn't so.

They are winning trade away from him because they give people what they want. This man insists that they shall want fine, ready-made clothes at from \$12 to \$30 a suit. To be sure, the people might be better off to pay his price for his goods, because they are much better than those of his competitors, but it would be a horribly long, tough, uninteresting job to convince them of it.

The successful business man is the one who sees the direction of the cur-

rent and points the nose of his little business boat in that same direction. Right or wrong, there is no use trying to pull against it. People may not know what they ought to have, but they know what they think they ought to have, and that's the thing they are going to buy if they can find somebody to sell it to them.

As a matter of fact, I don't know but each man knows better what he wants than somebody else could tell him. He may know better what it is good for him to have.

The tramp who holds you up for ten cents to buy a meal with, and then spends the ten cents for a drink, may need the drink worse than he needs the meal.

You can't tell.

In his physical and mental condition maybe the tramp is right in preferring the drink.

Anyway, you can't get much of a meal for ten cents.

If the *American Swineherd* is continuously operated on the platform set forth in the following letter, it certainly should be a good advertising medium. And the fact that it is jammed full of display advertising seems to prove pretty conclusively that it is a good medium.

A newspaper without a solicitor is certainly quite a novelty, and I believe there are few publications that could be run on this basis.

"AMERICAN SWINEHERD,"
James Baynes & Son, Publishers.
323 Dearborn Street.
CHICAGO, Ill., Nov. 9, 1897.

Charles Austin Bates, care of PRINTERS' INK, New York City:

DEAR SIR—In speaking of the good agricultural papers to advertise in, in your article, November 3, PRINTERS' INK, we notice that you refrain from mentioning the *American Swineherd*. We take it that you do not do so, on account of the fact that you must think that we are carrying all the advertising that we should at present. We mail you our October and November issue, which hasn't very much room for more advertising. And there is just one point we ask you to note, that is, the amount of space used by farmers themselves to advertise their stock.

This advertising comes in to us without a solicitor in the field, which we think pretty good evidence of its value, as we have been running now twelve years, and many of the advertisers have been with us five, six and seven years, constantly increasing their space. We say to all advertisers, stop your ad whenever it doesn't pay, no matter what kind of a contract you have with us, and we are frank to say it doesn't pay everybody, but enough to keep us filled up with business.

Yours truly, JAS. BAYNES & SON.

THE
MORNING HERALD,
BALTIMORE.

Daily, Sunday, Weekly.

THE HERALD is the only paper in Baltimore whose circulation books are open to inspection.

THE HERALD has the largest Sunday circulation in Baltimore.

THE HERALD has the largest daily circulation in Baltimore—with one exception.

THE HERALD is the only paper in Baltimore willing to swear to its circulation.

THE S. C. BECKWITH SPECIAL AGENCY,
Sole Agents Foreign Advertising,
Tribune Building, New York. The Rookery, Chicago.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I have been asked why it is, in the majority of cases, I do not give the names of the persons for whose particular benefit the criticisms and advice of this department are intended.

My reason is because I want the readers of PRINTERS' INK to feel perfectly free to tell me the real truth of their business. There are very few people who want to have their business affairs or their advertisements discussed by the public generally. Of course there may be some people who hope to gain a little notoriety through such discussion and who are only too willing and anxious to have their names published in PRINTERS' INK. These are not the people that I want to help.

If a man asks me a question or sends me an advertisement for criticism, simply to have his name mentioned, I would rather not hear from him at all. If he wants real honest advice that will help him in his individual case, and which will help somebody else in similar circumstances, I am only too glad to assist him. Most of the people who write to me, and who really want this honest criticism for their own benefit, request me not to mention their names, and this is why, from time to time, I take up so many cases and questions asked, and merely locate the city from which the question comes, so that the man who asked the question may know that this is a reply to his letter.

Occasionally I think it is well to mention a man's name and business who writes, but I never do this if my correspondent asks me not to do so.

The business advice that I wish to give to the readers of PRINTERS' INK generally is the kind that is conscientiously given to the man who asks for advice for the purpose of helping him

in his business, that he may profit by it, rather than for the purpose of having his name published.

The other day I picked up a copy of "Fowler's Publicity" which I have amongst my other books in my business library. In the chapter called "Probable Proverbs," I noticed one paragraph that just at that moment appealed very strongly to my mind. This is the paragraph: "Many a man thinks he doesn't advertise, and credits something else with his success. He fools himself, for half of the something else which he thinks isn't advertising may be advertising."

I recently had an experience with rather a large merchant who claimed that he had never advertised in his life and that none of the success of his business could be traced to advertising, and therefore he did not see any reason why he should advertise now. There were two or three things that I noticed about this man's business. In the first place it could not be denied that he had built up a good business, and that this business had made him fairly wealthy. I began to wonder what was responsible for this man's business success, and, after considerable looking into it, I found out some facts that would have probably surprised the merchant himself if he had looked at the matter in the same way that I had. In the first place the business was established forty years ago, and undoubtedly in forty years it ought to have grown. In the second place I found out that this man's store had always occupied a prominent position on a good business street, and that he had always plenty of show windows around his store, and that he had always kept these show windows nicely dressed with goods, and these goods marked with attractive prices. Then again I found out that

this man occupied in his younger life quite a prominent position socially. He belonged to every club and association that he could possibly join. I then learned that he had paid out each year from five hundred to one thousand dollars in fees to various clubs and lodges. I next learned that this man was known to be very charitable, no church or association ever came to his store and asked for a donation, but what they got it.

This merchant had in his employ some ten or fifteen clerks. He required all of them to carry in their pockets a number of his business cards to give them out on all occasions when they could possibly do so.

Once or twice a year this merchant would go over his books and write a personal letter to each of his customers whose names he had secured. Every time a new baby was born in the family of any of his customers, this merchant sent the baby around its first pair of shoes with a nice little note stating that he hoped that as baby grew bigger it would continue to buy shoes from him. This merchant had been doing all these things for years and yet he said he had never advertised.

Now this is one of the cases where half of what the merchant thought was something else, was after all simply advertising. It may have been poor advertising, it probably was, because the merchant could have secured better results with the same expenditure and trouble if the advertising had been directed in another line. As my investigations continued, I found that the merchant had a competitor, and I began to look into the business of this competitor. The competitor's store had only been in existence four years and occupied a location no more favorable than our merchant friend who did not advertise.

Strange to say, however, this competitor had begun four years ago with very little capital, now had a business just as big as the other merchant. I thought to myself there must be some reason for this, and I looked about to find out. I found that the new shoe store had persistently and regularly advertised through the daily papers, and this was practically all that this new shoe store had done, so I think that from this comparison we may draw a moral. The older shoe merchant had been advertising after a fashion and didn't know it. The new shoe mer-

chant had been advertising and did know it. So to sum the whole matter up, the older shoe merchant had built a business in forty years by hard work and a system of advertising which he called by another name. The new shoe merchant had built just as large a business in four years, and will in all probability in the next four years be far in advance and far richer than the merchant who is fooling himself.

I read on a little further in this same chapter of Mr. Fowler's book and I came to this sentence: "The lazy merchant wants advertising to do all the work."

I don't know whether you would call such a merchant lazy or not, but I know of a certain man who once began to advertise and advertised regularly for five days. At the end of five days he came to the conclusion that advertising doesn't pay, simply because he had not secured from his advertising the probable results that he had expected.

This merchant had an idea that simply to advertise was the whole thing. If advertising was any good at all, it ought to do everything. He put the advertisements in the paper. The advertisements were good enough in their way, but he expected these advertisements to do everything. He expected the next morning when he came down to business to see streams of people standing in line waiting for the store to open. He expected that these people would walk right into the store, demand the article that was advertised, almost wrap it up themselves, lay down their money and walk out with the goods under their arms.

Quite a number of people answered his advertisements, but he said he had not received results that would justify him to continue. I found on questioning him about the matter that he had the following complaint to make: He did not sell enough of the goods to make back in profit the whole cost of the first advertisement. He was foolish to expect this, because I don't believe the first advertisement ever pays any one to that extent; it is only by continuous advertising that the cost and additional profit comes back.

This merchant also complained that his advertising did not do him any good, because when the customers came to the store, his clerks had to talk to them just as hard and use just as much persuasion to sell as if the advertisement had not been in the paper.

Now, I have always contended, and will always contend, that the principal part of the advertising is the backing up of the advertising in the store. That is why I believe good store management is just as important a part of advertising as good writing.

The man who tells you that he can make your business pay by writing your advertisements for you and letting everything else take care of itself, is deceiving both himself and you. The writing and placing of advertisements is only half of the work.

The fulfilling of the advertisement and the carrying on of the business is half and probably the better portion of successful advertising. There seems to have been scattered all over the country a few merchants here and there who have made their advertising successful in spite of their poor business methods, but these are exceptions, for the rule is that the most successful advertisers are the advertisers that take the greatest pains to make their business as good or better than their printed announcements. The most successful advertisers are the ones who do everything in their power to please the customers who come in response to the advertisements.

The merchant who expects his advertising to do the whole thing without any assistance, or backed up by him, will ninety-nine times out of one hundred be the very merchant who is prone to complain that advertising does not pay.

* *

I had a queer experience the other day with a business man who came to me for advice. As the experience may perhaps contain a moral for a good many of us, I am going to relate it. The business man in question wanted to know what he should do to improve his business. I gave him some advice in regard to advertising and he stated to me that he had done some advertising, but had not found it very profitable. I told him that I would look into his business affairs and later on give him a detail report.

He came back to see me again in about ten days to find out what I had to say, and my advice to him was to mend his ways and quit attempting to deceive the people.

Since I had first met him, I sent a party to his store in answer to one of his advertisements, and found that the party had been imposed upon. I, of

course, presumed that the same imposition would be practiced upon other customers. This merchant had advertised a certain soap at a very low price, but when the party whom I had sent shopping went to his store he was given something entirely different from the goods asked for. I told the merchant that this way of carrying out advertisements would never be found profitable.

He denied in very strong terms that any one had been given another brand of soap for the kind that my purchasing agent asked for. He went on to say in proof of this that he had no similar soap to the one advertised, and therefore could not substitute anything. As a further argument, to show his sincerity, he stated: "Now, if you had said tooth powder, I might have believed that substitution had been practiced, because we have a cheaper tooth powder that we sometimes try to sell to customers who ask for a certain standard brand."

What an argument for a merchant to use. To attempt to prove his honesty in selling soap, by admitting his dishonesty in selling tooth powder.

Now I hope that there are very few merchants who do anything in the way of substitution as this merchant did, but this may suggest a thought to us.

There are a great many merchants who attempt to do business in the right way in some things, but neglect other things just as important. Business to be good business, must be good all around, and a merchant can't afford to be honest in one thing and dishonest in another. He can't afford to give one part of his business careful attention and give another part of it slipshod attention. He can't afford to have good advertising and poor clerks. He can't afford to pay a big rent for a store and keep that store dirty and untidy. Of course, it is well to be right in a few things, but it is necessary to be right in all things. The merchant who wants to be successful must have an all-around good business. He must give every part of his store, of his office, of his factory, just as thorough service as possible.

Don't attempt to build your business with one hand while you are undermining it with another. It is hard enough to build a successful business when both hands work together. It is next to impossible when one hand works against the other.

*From PRINTERS' INK,
February 24, 1897.*

The San Francisco Bulletin is an evening paper of high character and goes into homes and has a worth to advertisers beyond the mere figures of its daily circulation. It has no waste circulation. Every copy goes into a home and goes there because it is wanted there.

*From the AMERICAN NEWSPAPER
DIRECTORY for Dec., 1897.*

The San Francisco *Bulletin* is credited with the largest circulation accorded to any evening paper in San Francisco or in the State of California.



Further Information
from

F. K. MISCH,
Potter Bldg., N. Y.



Let Us Introduce You to a million families.

Their homes are in the Middle West, *i.e.*, Illinois, Indiana, Ohio, Michigan, Wisconsin, Iowa, Nebraska and South Dakota.

The majority of these families live in houses which they own.*

These are the kind of people it pays advertisers to appeal to. They have houses to improve. They have money to spend on themselves and on their homes.

If you want to reach them with an advertisement

**THE CHEAPEST
THE BEST
THE QUICKEST WAY
IS THROUGH THE**

**CHICAGO NEWSPAPER UNION LISTS
1,500 weekly papers reaching a million homes**

RATES ON APPLICATION.

CHICAGO NEWSPAPER UNION, 10 SPRUCE STREET, NEW YORK
93 SOUTH JEFFERSON ST., CHICAGO

* In an article on "Where Most People Own Their Homes" in the *Illustrated American* (N.Y.) of October 16th, Prof. Fletcher W. Hewes shows that the North Central or Middle-West States lead with 58 out of 100 families owning their homes.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

[I do not write all of these ready-made ads. They are taken wherever found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. The matter suggested here for newspaper ads can often just as well be used on handbills or circulars.—W. D.]

China or Lamp Store.

Economical Lamp Chimneys.

It pays to buy tough, clear, strong, perfect-fitting lamp chimneys without nicks or flaws to pop off suddenly at an extra touch of heat or drop of water. The chimneys we sell cost very little more apiece than the ordinary kind, and last so long that they cost far less per month; to say nothing of the satisfaction.

Musical Instruments.

Don't go without music in the house because you are not ready to buy a piano. You can have good music and lots of enjoyment with our Columbia zither, which has thirty-one strings, key of C, etc., four groups of chords, arm rest over pins, and ebony finish, \$1.48.

(Other instruments and prices.)

For a Druggist.

Don't Scratch,

Don't Dose,
Don't Despair,
Don't Doubt.

Gilead Balm

Renews the skin and makes it soft, white and healthy in the only natural, perfect way. Write for booklet, "A New Skin."

For a Drayman—(By J. R. Yerrard).

"Moveable."

According to Webster: "Anything that can be moved; an article of household furniture of a moveable nature."

—That's Where Webster and—

RICE, THE DRAYMAN, agree. I move anything that is moveable. My patrons say that I do good work, that my employees are careful, and that my prices are very reasonable.

Shoe Store.

Many a Bad Cold

Is saved by a light pair of rubbers quickly slipped on or off, just enough to keep the dampness from your feet in sloppy weather. Rubber overshoes, first grade, best quality. For men, Twenty-five cents. For women, Fifteen cents.

AS TO SLIPPERS, if you haven't a pair, you don't realize the ease and luxury of them for an evening at home.

Men's high-front "Romeos," elastic sides, brown or black kid, \$1.40.

Others up to \$3.00.

Women's Slippers—Black, felt, easy, warm, slightly, durable, for Thirty-five cents.

Gas Stoves.

Where's Your Wife

going to stay when you are gold-hunting? If you want her to live in a way befitting a gold farmer's wife, get her a gas stove, and then dig nuggets in assurance that she is neither splitting wood nor living on gold dreams. Gas stoves are clean, economical, and they require no wood-splitting. We rent them or sell them.

Stationers.

Keep Account

Of your transactions. A few handy little blank books cost very little, and are worth a good deal for reference and satisfaction. Often they will save you many times their cost. We have them in all shapes at very low prices. Memorandum books, cash books, diaries, counter books, day books and ledgers.

Any Business.

The Bottom

Knocked Out.

We always claim to give the bottom prices on everything we sell. Just now we are doing better than ever. In fact, we have knocked the bottom out of nearly every price named at other stores. Come here and you will find the same goods at a shade less money.

Coal.

Warning!

Notice is hereby given that we intend making it warm for all persons using our

Pocahontas

Coal, which we sell at \$4.00 per ton for furnace, range or grate. Sold only by

JEWETT, BIGELOW & BROOKS,

Phone 2233.

98 Griswold street

For a Druggist—(By John T. Fitzgerald).

The Cheapest Hair Tonic

is a good hair brush, used thoroughly twice a day. We are selling a solid-back hair brush, which we guarantee to give satisfaction every day for five years, for \$—. Water can not rot this brush.

Coats, Wraps and Furs.

You'd think the season had just begun in our Coat Department. Such selling in January is a new idea. The swagger garments here at low figures are right in the times and absolutely correct.

Women's Coats:

Beaver, kersey and rough stuffs. Box fronts, notched collars. Needn't be ashamed to wear 'em—they're \$6 garments and look every cent of it. . \$3.

Pure Fruit Jams.

Absolutely pure fruit and sugar—flavor delicious. Eight varieties. Packed with greatest care—in every way worthy of your attention.

One pound glass jars.

15c. each. \$1.75 doz.

Clothing.

We Make Them Too Good.

Nearly every purchaser of the overcoats and suits which we put on special sale this week agrees that we made them too good for the price. They are of the highest cost cloth, the best trimmings, the best tailor's skill. The prices ought to be and early in the season they were from \$20 to \$40 on the overcoats and from \$10 to \$18 on the suits, but we have too many of them—they must go. This has brought the prices down to the "must go" level.

(Prices.)

Any Business.

THE REASON.

The reason of our success is just this: We take no chances; we buy good materials, have them made up by people who know how to make every stitch count, and who can put style into simple, every-day articles. This brings the people; the prices make them buy. That is all there is about it. Goods and prices.

Interest On Your Money.

It is better than a savings bank to invest your money where you get such a tremendous dollar's worth as in our store.
(Goods and prices.)

Diamonds as An Investment,

if bought at the right price, are equal to U. S. bonds. I have \$—worth of Diamonds, both loose and mounted, in Solitaire Rings, Cluster Rings, Lace Pins, Earrings and Studs. I have made a tremendous cut in prices.

WASHINGTON TWINKLES.

The Washington *Star* is noted for the amount of well-written advertisements which it carries. Here are a number of suggestive head-lines, introductions and sale-making ideas gleaned from its columns:

To a Finish!

This sale will continue until every dollar's worth of Diamonds, Watches, Jewelry, Cut Glass, Bric-a-brac, etc., is sold.

Mince Pies and Fruit Cake

—made in the original Holmes home-made style and baked to a delicious nicety in a home oven. You'll pronounce them unsurpassable. Order by mail or 'phone 1564.

Olive Oil Direct From Italy.

We import it direct from Lucca, Italy—and bottle it here. Thus we are able to guarantee you the finest olive oil in the world—in full pint and quart bottles.

50c. pint. 90c. quart.

Trust Us

to fit you with a pair of satisfactory Eye-glasses or spectacles. The price is governed by the frames entirely; the lenses are the same in all—the best.

Punch For All Social Occasions.

To-Kalon Punch is the correct "wet" to serve at receptions, teas, etc. Red and White Punch—grand flavor—for only \$2 gallon. Unbroken packages taken back. Quick deliveries. Let us serve you with Punch? To-Kalon Wine Co., 614 14th St. 'Phone 998.

Children's Photos.

We have made a special study of this branch of photography. We've studied it long and carefully. And mothers tell us that we've never made more pleasing photos than those of their children. Our unique poses and artistic style of finishing photos bring out the prettiness of the "little ones'" faces. Let us make some photos of baby.

My Sausage Must Be Very Good

or I wouldn't sell so much of it. Folks certainly would not buy it if they could get any other kind that they thought was richer or more delicious. Try it to-morrow.

A Bunch of Millinery Bargains.

50c. Felt Hats—all shapes and colors
—on sale at..... 12½c.
25c. Ostrich Plumes (beauties every
one)..... 15c.
Lot of Fancy Feathers (50c. to \$1.25
qualities)..... 12½c.

The Most Tasteful Printing Done in Washington!

Not so-called "high-art" wonders, with twisted rules and inane ornaments, but symmetrical, well-balanced typographical work—that will win the good opinion of every man who views it. Nothing comes amiss to me—from a business card to a poster. Get my estimate before you give the work out. 'Phone 1679.

SPOKANE IS DISTANT

263 miles from.....	Butte, Mont.
282 miles from.....	Helena, Mont.
372 miles from.....	Anaconda, Mont.
428 miles from.....	Seattle, Wash.
396 miles from.....	Tacoma, Wash.
450 miles from.....	Portland, Or.

The Exclusive Field of the

Spokane Spokesman- Review

Extends over Two HUNDRED
miles in every direction.
Over fifty towns depend
solely on The Spokesman-
Review for their daily news

MORE ABOUT WEEKLIES.

Office of
KANSAS REFORM PRESS ASSOCIATION.
OSKALOOSA, Kan., Dec. 25, 1897.

Editor of PRINTERS' INK:

I write to criticise your views as to local weekly papers as advertising mediums, in this respect: The value of the local paper's circulation may be compared to that of the daily, as the recommendation of a known and trusted friend is to the recommendation of a stranger. In other words, my recommendation of John Smith as a competent, sober, honest man would have very little effect in securing John Smith a position with PRINTERS' INK, because John Smith is known to the business manager; but there are plenty of institutions in this country where my recommendation of John Smith would secure him the desired position. The point is this: That the subscriber of the local paper is personally acquainted with the editor, and often, consciously or unconsciously, takes a sort of proprietary interest in the paper, and believes what he sees therein to be true and reliable. Therefore more confidence is placed in the assertions of the advertiser. I am a firm believer in the county-seat country weekly as a money-maker to the advertiser, and the fact that year after year large sums of money are spent by successful general advertisers therein, would seem to justify my belief.

GEO. HARMAN.

Office of
"MICHIGAN CHRISTIAN ADVOCATE."
DETROIT, Mich., Dec. 28, 1897.

Editor of PRINTERS' INK:

What has come over you of late? You harp so persistently and loudly to the tune that daily papers are the only advertising media deserving the consideration of business men that we begin to wonder if you have parted with your senses, or sense, altogether. What sense is there, for instance, in such a statement as this: "The daily paper nowadays is the best religious paper." How many of the ten millions and more of church members in the United States do you imagine will agree with you in so absurd a declaration? Then again you say: "There is not a weekly paper in existence to-day, aside from the class journals, that a judicious advertiser can afford to use." "The impression that weeklies are more carefully read than dailies is erroneous." And so on, *ad nauseam*.

Of the nearly 22,000 publications in the United States, according to the latest statistics, exactly 2,238 are dailies, while there are over 16,000 weeklies and 2,235 monthlies. As these weeklies and monthlies carry their fair proportion of advertising, it is evident that the advertisers of the country are very far from agreeing with you. The Little Schoolmaster has undertaken a big job in pedagogy if it expects to convince "judicious advertisers" that they spend money unwisely in advertising in weeklies and monthlies.

The daily paper has its field. Who disputes that? But to say that it is the "whole thing," or that it is better than the weekly for many lines of advertising, is so palpably absurd as to raise a question whether it is not said in jest, or in some merely Pickwickian sense, to tickle the dailies. Or have the "special agents" (who generally represent dailies) presented arguments that have warped your judgment?

Now we appeal from PRINTERS' INK joking to PRINTERS' INK sober. In your own edito-

rial columns of August 24, 1892, we find this paragraph, *italics ours*:

An advertiser has asserted that he was just in receipt of an order for a very considerable amount from a man at a distance, sent in consequence of an advertisement he saw in an agricultural weekly, the *Rural New Yorker*, issued five years ago. *It is undoubtedly true that the agricultural, religious and some other class publications are preserved for a longer time by their subscribers than most of the secular dailies and weeklies; and it is equally true that, as a consequence thereof these publications demand a higher rate from advertisers.*

That agrees with the position that PRINTERS' INK has steadily maintained, until very recently. Somewhere about Jan. 1, 1890 (we have not exact date of our clipping), PRINTERS' INK published the following:

"THE HOUSTON POST."
HOUSTON, Texas, Dec. 16, 1889.

Editor PRINTERS' INK:

What is the recognized value, per nonpareil line, of advertising per 1,000 bona fide circulation? In other words, what are liberally inclined advertisers willing to pay per line? Yours truly,

J. L. WATSON, Manager.

In a daily paper, half a cent a line for each 1,000 issues is considered a fair price. Anything above that is high. *A weekly paper is considered worth twice as much as a daily having the same circulation.* Consequently in weekly publications a cent a line is a fair price.

If PRINTERS' INK spoke the truth in 1890 and 1892—and we never saw the statements questioned at the time—what has happened lately to induce the Little Schoolmaster to give itself the lie? Its earlier utterances must be awkwardly embarrassing now.

QUERY—Do you intend to except religious papers from your disparaging remarks concerning weeklies? I do not fail to notice that you seem to so except them as "class publications"; yet you also seem to include them when you characterize the daily as "the best religious paper." If, as appears to be the case, you intended to make exception of religious, agricultural and other high-class weeklies, from your sweeping assertions, why not say so plainly? If you do not intend to except them, then your assertions can not be sustained.

Respectfully yours,

ELMER HOUSER,
Sec'y Methodist Pub. Co.

Office of
"THE OTTUMWA COURIER."
A. W. Lee, Publisher.
OTTUMWA, Iowa, Dec. 29, 1897.

Editor of PRINTERS' INK:

I am thoroughly convinced that the local paper has a field that can not be touched by the competition of the great metropolitan dailies, but in order that this may be, the local paper must attend strictly to its own territory and not attempt to compete with the metropolitan papers in issuing blanket sheets and publishing the news of the universe. With best wishes, very truly yours,
THE COURIER PRINTING CO.,
Per A. W. Lee.

THREE THINGS.

A good advertisement will do three things—catch the attention, direct it to the thing you want to sell, and leave a pleasant impression on the mind. Many advertisers are so engrossed with the first requisite of advertising—catching the attention—that they lose sight of everything else.—*Des Moines Review.*

HIS VIEW OF IT.

Of all publications the weekly is most popular.—Rowell's American Newspaper Directory, 1890, page 47.

There is not a weekly paper in existence to day, aside from the class journals, which the judicious advertiser can afford to use.—Geo. F. Rowell at Sphinx Club, Nov. 10, 1897.

Editor of PRINTERS' INK:

I am always glad to take issue with Mr. Rowell's interesting and independent theories, because I generally consider them the most perverse ones ever introduced into the advertising business. That he makes them interesting; that he presents them in apparently logical forms; that he adheres to them regardless alike of opposition and of actual results—all this is not surprising, "for 'tis his nature so," like Dr. Watts' friends. But when he attacks the entire country press, annihilates the country weeklies, and sets up a standard of the "700," I am forced to break silence.

I must touch first upon the apparent reasons for Mr. Rowell's change of heart. There were days when, far ahead of the rest of us, he divided the shakels of advertising outlay and gave forty cents out of the dollar to the publishers of these country papers, and kept thirty cents as his own profit. Those days are gone. Now the advertiser gets ninety-five cents' worth of the deal. Now Ripans Tablets enter the field, and are backed by advertising in the great dailies, which is hardly obtainable from the small weeklies except at a cost of effort and postage which would nullify the value. That Mr. Rowell could gather upwards of \$1,000,000 worth of space in this way is a credit to his capacity. I have no sympathy with those weaklings who cry fraud and blackmail where it exists only in their heated minds. It was a perfectly legitimate transaction, yet it has apparently aided to bias his judgment.

In 1890 (see American Newspaper Directory) there were 13,164 weeklies and 1,626 dailies in this country, and of the total number issued the weeklies had 23,000,000 and the dailies 6,500,000. With 13,000,000 of homes, these figures show that half of them can not take a daily paper, and, as most city homes buy several morning or evening papers, it would seem probable that two-thirds of our homes do not receive dailies.

Half the city dailies are bought *outside* the home; every one of the country weeklies is mailed to homes.

The four pages of the country sheet are read far more religiously than any four pages of the mammoth four-sectioned city issue.

The country weekly has seven days of life before a following issue pushes it aside. The city daily lives but six short hours; at noon three or four afternoon issues kill it as dead as a door nail.

The country weekly is carried free by our paternal Government to tell its citizens how to vote and when to do it; it publishes the train time and tells when and where the vendues will be held; it announces the taxes and names the place of payment.

The country weekly costs not less than two cents per copy, paid by people who value money more than time—they read it. The city daily costs from one to two cents, paid by hurried people who value such outlays very slightly—they throw it away and buy another a little later in the day.

"I saw it advertised in *my* paper" is a common expression in the country. Who feels such personal ownership in a city paper?

The country weekly is still a power. We

are an agricultural people still, and out of our seventy millions, three-quarters still "live upon the land." Cities swell, and the great dailies double their issues by duplication of circulation fostered by reduction to one cent a copy. *Ladies' Home Journals* and their kindred tempt our people to read more than they should, to dress more than they can afford, to advance faster than their strength justifies; but the country weekly still tells facts more closely allied to the American home than the movements of Mrs. Vanderbilt or the fads of "The 400"—to wit, Mary Burdock's surprise party; Oliver Wheat's dispute with Dick Chickweed, and his "binding over to keep the peace"; the births, loves, jealousies and deaths; the struggles for existence; the many misfortunes and the few really envied successes of the farm and village life which form the great bulk of our population—where are these recorded but in the country press?

Pardon me if I give a purely personal proof of this claim. For about five months in the year I spend two days each week in Suffolk County, N. Y.; in all about forty days out of the year. I subscribe to the *Suffolk Times* (accorded a weekly circulation of "JKL" less than 1,000). I watch for its coming, and, having it addressed to my city house, read it every week throughout the winter. If this residence of forty days gives me such an interest in the affairs of that section, what hold must such a paper have on people born and raised and ever remaining within sight of the local church spire? Yours truly,

ARTEMAS WARD.

IN KANSAS.

NEW YORK, Dec. 3, 1897.

Editor of PRINTERS' INK:

I enclose an ad from an Abilene (Kans.) paper, showing how cleverly one druggist

Some People We Have Seen

GOING TO



Gulick's

Drug - Store

After Perfumery, Toilet Articles, for useful as well as ornamental Christmas Presents.

A Fine Line at Low Prices.

Gulick's The Druggist.

has utilized his possessions of typefounders' stock cuts. J. M. C.

AN honest advertiser of an honest article has no stumbling block on the highway which leads to prosperity but his own timidity.

WINDOW DECORATIONS.

CHELSEA, Mass., Dec. 28, 1897.

Editor of PRINTERS' INK:

Among the novelties in window decoration this season, moss plays an important part. Very elaborate effects may be obtained with this material at very little cost, save that of labor. One of the most effective devices, and one which may be adapted to almost any line of goods, is a winter landscape with a moss-covered castle in the background. The castle should be modeled in wood and then covered with green and gray mosses. Small twigs of red alder berries can be used to good advantage among the mosses, the bright red of the berries making a pleasing contrast. Small windows should be put in and draped with lace curtains, and then a light should be placed behind the frame-work to give the appearance of lighted windows. Place the castle sufficiently high up to make a bank in front. This bank should slope gradually to the edge of a mirror resting on the bottom of the window. Make the bank of cotton batting, and over it sprinkle plentifully the artificial snow, which sells for about ten cents per box. With such a background the mirror looks like a sheet of ice. Dressed dolls with skates on their feet, or drawing sleds, would make a charming picture, but if these are not readily obtainable, skates, sleds, etc., may easily be arranged to look as if the owners had just left them. On all the articles which represent the stock of the advertiser mark the prices in plain figures.

Many confectioners seem to consider that the best display is made when a great mass of candy is placed in the window. Sometimes a neat, novel display of a few kinds will prove as much of a trade winner as the large tins with their tempting contents. A window which attracted much attention during the holidays was arranged to represent several shelves. Rising from the bottom of the window each successive shelf was a little higher and a little farther from the front of the window than the one below. Over the whole was carefully placed a drapery of dark red corduroy. On this were arranged small plates filled with choice confectionery. The plates were all of delicate china and the bonbons carefully arranged on each plate. The price was plainly marked, although in quite small figures, on each variety. That it was a tempting display was proved by the crowds which passed into the store.

INEZ REDDING.

IN ITHACA.

ITHACA, N. Y., Dec. 31, 1897.

Editor of PRINTERS' INK:

I inclose you a column of professional cards taken from the Ithaca *Daily Journal*, and it appears that the doctors are pretty much all guilty of a "breach of medical ethics," inasmuch as almost every practitioner in the city is represented by an advertisement not only in this one newspaper, but in the other daily and some four or five weeklies being issued from here as well. Perhaps, though, there is a reason for advertising, from the fact that there is a constantly changing number of students attending Cornell University, but at any rate it's a good showing for a town of only 16,000 inhabitants, and a column of which any city newspaper would point to with pride.

F. A. PARTENHEIMER.

THE opera company's ads need not be of a sing-song order.

THE ads used by a trotting association ought to be out of the beaten track.

IN FLORIDA.

INVERNESS, Citrus Co., Fla. }
December 31, 1897. }*Messrs. Geo. P. Rowell Advertising Co.:*

DEAR SIRS—If you can place several "ads" for the *Florida Christian Advocate* (circulation over 3,000), to be paid for in men's and women's clothing, a shot gun and spring wagon and harness, all of which we need and for which we are willing to pay *part cash*, we would put advertisements at lowest cash price and would expect articles purchased to be put on same basis. Awaiting your answer, I am, yours truly,

G. V. ANDERSON,

A GREAT BUSINESS BRINGER.

COLUMBUS, Ohio, Jan. 3, 1898.

Publishers of PRINTERS' INK:

Inclosed you will find our check for \$10.25 to cover statement. During the past two years PRINTERS' INK has been a great business bringer. We will furnish a statement of about what it has done for us if you desire it. The little liners have helped us to earn (directly) more than \$3,000.

BUCHER ENGRAVING CO.

By B.

NEW MEXICO'S GOOD AD.

Colorado ought to be represented at the great Omaha exposition at least as well as New Mexico was represented at Nashville this year. New Mexico had there about twenty tons of minerals, representing nearly every camp in the Territory; also a fine exhibit of the cereals and grasses of New Mexico; also some valuable prehistoric exhibits, the whole occupying a space of 50x60 feet. This exhibit was examined by about 1,500,000 people, who seemed much interested in the resources of the Territory. The manager of the exhibit distributed 140,000 pamphlets and folders, including 40,000 copies of "Resources of New Mexico," 10,000 copies of "Mines of New Mexico," 10,000 copies of "Farming by Irrigation," 10,000 copies from the Agricultural College of New Mexico, 5,000 copies of the Maxwell Land Grant Company's pamphlets, 5,000 copies of "New Mexico as a Health Resort" from the A., T. & S. F., 15,000 folders of the A., T. & S. F., 10,000 pamphlets on sugar beets, 10,000 copies of the special edition of the *Santa Fe Daily New Mexican*, 5,000 pamphlets on the mines of Water canon by the *Socorro Advertiser*, 10,000 copies of the *Pecos Valley Argus*. In addition to the above, New Mexico received 115 columns of notices in the leading Eastern dailies, and received from the press associations of Michigan, Arkansas, Kentucky, Alabama, Mississippi, Illinois, Pennsylvania and Tennessee, over three-fourths of the press represented, notices ranging from twenty lines to half a column, aggregating over 300 columns, thus making over 315 columns of advertising that the exhibits received. In this connection it may properly be mentioned that New Mexico was awarded a diploma and medal for the best general collection of minerals, and a medal and a diploma for the best general collection of grains and grasses.—*Pueblo (Colo.) Chieftain*.

IT DIDN'T PAY.

Mary—D'y'e think adveroisin pays, Bridget?

Bridget—Faith, I don't. I'm just afther adveroisin' for a sitluation meself.

"Shure, I heard yez had thirty-sivin offers of places from yer ad."

"So I had, but bad luck to it, I cud only accept wan ov thim,"—*Pearson's Weekly*.



THE MAIL

AND

EXPRESS

CARRIES

More Paid Advertising

Than any Evening Paper in New York

You know why,
of course;
it brings results.
No driftwood.

Every reader is a purchaser.

203 BROADWAY, NEW YORK.

WINDOW DECORATIONS.

CHELSEA, Mass., Dec. 28, 1897.

Editor of PRINTERS' INK:

Among the novelties in window decoration this season, moss plays an important part. Very elaborate effects may be obtained with this material at very little cost, save that of labor. One of the most effective devices, and one which may be adapted to almost any line of goods, is a winter landscape with a moss-covered castle in the background. The castle should be modeled in wood and then covered with green and gray mosses. Small twigs of red alder berries can be used to good advantage among the mosses, the bright red of the berries making a pleasing contrast. Small windows should be put in and draped with lace curtains, and then a light should be placed behind the frame-work to give the appearance of lighted windows. Place the castle sufficiently high up to make a bank in front. This bank should slope gradually to the edge of a mirror resting on the bottom of the window. Make the bank of cotton batting, and over it sprinkle plentifully the artificial snow, which sells for about ten cents per box. With such a background the mirror looks like a sheet of ice. Dressed dolls with skates on their feet, or drawing sleds, would make a charming picture, but if these are not readily obtainable, skates, sleds, etc., may easily be arranged to look as if the owners had just left them. On all the articles which represent the stock of the advertiser mark the prices in plain figures.

Many confectioners seem to consider that the best display is made when a great mass of candy is placed in the window. Sometimes a neat, novel display of a few kinds will prove as much of a trade winner as the large tins with their tempting contents. A window which attracted much attention during the holidays was arranged to represent several shelves. Rising from the bottom of the window each successive shelf was a little higher and a little farther from the front of the window than the one below. Over the whole was carefully placed a drapery of dark red corduroy. On this were arranged small plates filled with choice confectionery. The plates were all of delicate china and the bonbons carefully arranged on each plate. The price was plainly marked, although in quite small figures, on each variety. That it was a tempting display was proved by the crowds which passed into the store.

INEZ REDDING.

IN ITHACA.

ITHACA, N. Y., Dec. 31, 1897.

Editor of PRINTERS' INK:

I inclose you a column of professional cards taken from the Ithaca *Daily Journal*, and it appears that the doctors are pretty much all guilty of a "breach of medical ethics," inasmuch as almost every practitioner in the city is represented by an advertisement not only in this one newspaper, but in the other daily and some four or five weeklies being issued from here as well. Perhaps, though, there is a reason for advertising, from the fact that there is a constantly changing number of students attending Cornell University, but at any rate it's a good showing for a town of only 16,000 inhabitants, and a column of which any city newspaper would point to with pride.

F. A. PARTENHEIMER.

THE opera company's ads need not be of a sing-song order.

THE ads used by a trotting association ought to be out of the beaten track.

IN FLORIDA.

INVERNESS, Citrus Co., Fla.,
December 31, 1897.*Messrs. Geo. P. Rowell Advertising Co.:*

DEAR SIRS—If you can place several "ads" for the *Florida Christian Advocate* (circulation over 3,000), to be paid for in men's and women's clothing, a shot gun and spring wagon and harness, all of which we need and for which we are willing to pay *part cash*, we would put advertisements at lowest cash price and would expect articles purchased to be put on same basis. Awaiting your answer, I am,

G. V. ANDERSON,

A GREAT BUSINESS BRINGER.

COLUMBUS, Ohio, Jan. 3, 1898.

Publishers of PRINTERS' INK:

Inclosed you will find our check for \$19.95 to cover statement. During the past two years PRINTERS' INK has been a great business bringer. We will furnish a statement of about what it has done for us if you desire it. The little liners have helped us to earn (directly) more than \$3,000.

BUCHER ENGRAVING CO.

By B.

NEW MEXICO'S GOOD AD.

Colorado ought to be represented at the great Omaha exposition at least as well as New Mexico was represented at Nashville this year. New Mexico had there about twenty tons of minerals, representing nearly every camp in the Territory; also a fine exhibit of the cereals and grasses of New Mexico; also some valuable prehistoric exhibits, the whole occupying a space of 50x60 feet. This exhibit was examined by about 1,500,000 people, who seemed much interested in the resources of the Territory. The manager of the exhibit distributed 140,000 pamphlets and folders, including 40,000 copies of "Resources of New Mexico," 10,000 copies of "Mines of New Mexico," 10,000 copies of "Farming by Irrigation," 10,000 copies from the Agricultural College of New Mexico, 5,000 copies of the Maxwell Land Grant Company's pamphlets, 5,000 copies of "New Mexico as a Health Resort" from the A., T. & S. F., 15,000 folders of the A., T. & S. F., 10,000 pamphlets on sugar beets, 10,000 copies of the special edition of the *Santa Fe Daily New Mexican*, 5,000 pamphlets on the mines of Water canon by the *Socorro Advertiser*, 10,000 copies of the *Pecos Valley Argus*. In addition to the above, New Mexico received 115 columns of notices in the leading Eastern dailies, and received from the press associations of Michigan, Arkansas, Kentucky, Alabama, Mississippi, Illinois, Pennsylvania and Tennessee, over three-fourths of the press represented, notices ranging from twenty lines to half a column, aggregating over 300 columns, thus making over 315 columns of advertising that the exhibits received. In this connection it may properly be mentioned that New Mexico was awarded a diploma and medal for the best general collection of minerals, and a medal and a diploma for the best general collection of grains and grasses.—*Pueblo (Colo.) Chieftain*.

IT DIDN'T PAY.

Mary—D'y'e think adveroisin pays, Bridget?

Bridget—Faith, I don't. I'm just afther adveroisin' for a situation meself.

"Shure, I heard yez had thirty-sivin offers of places from yer ad."

"So I had, but bad luck to it, I cud only accept wan ov thim."—*Pearson's Weekly*.



THE MAIL

AND

EXPRESS

CARRIES

More Paid Advertising

Than any Evening Paper in New York

You know why,
of course;
it brings results.
No driftwood.

Every reader is a purchaser.

203 BROADWAY, NEW YORK.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Phenix (Ala.) *Phenix-Girard News* (1).—Largest guaranteed circulation of any paper in East Alabama.

ARKANSAS.

Little Rock Ark. *Arkansas Gazette* (1).—The oldest, largest and best Arkansas newspaper. It covers the eastern, southern and northern portions of the State every morning before breakfast. In the western part of the State, which it covers before noon, it is without competition. It reaches Eastern Texas, Northern Louisiana and the Indian Territory on the day of publication, and is the only paper which does reach the two latter places on the same day published. It is ahead of all others in Arkansas and the States mentioned. It is the only daily paper published in Arkansas sold on the trains, and, with the exception of the eastern portion, is the only paper sold in the State on the day of publication. Circulation—daily, 5,700; Sunday, 7,850; weekly, 8,400.

CALIFORNIA.

Los Angeles (Cal.) *Times* (1).—Consider the fact that the *Times* reaches the most beautiful homes and prosperous people on earth. Consider the fact that the *Times* reaches more of these people than all other dailies in Los Angeles combined. Consider the fact that the circulation of the *Times* touches Old Mexico, Arizona, Texas, New Mexico, and is the only great paper in all this great country.

San Francisco (Cal.) *News-Letter* (2).—Average weekly circulation is 14,500 copies.

COLORADO.

Denver (Col.) *A. O. U. W. Record* (2).—Bona fide circulation exceeding 10,000. A paper that goes into the families of the great middle class, and is read by the family.

GEORGIA.

Athens (Ga.) *Woman's Work* (1).—The only magazine in which all ads are placed next to reading matter. Proof of 50,000 copies or no pay.

Atlanta (Ga.) *Presbyterian* (1).—Only Presbyterian paper in Georgia.

ILLINOIS.

Aurora (Ill.) *News* (1).—Has now and has had for a year last past a circulation equal to that of the combined circulation of local contemporaries.

Bloomington (Ill.) *Pantagraph* (2).—In both daily and weekly editions it is stronger than ever before. It is safely past the 6,000 notch. Its circulation is greater than the combined issues of Bloomington's two other dailies. The average daily issue during past

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

month was 6,200. The average issue of weekly during past month was 6,105. Its circulation statements are guaranteed by \$50,000 bond of the Advertisers' Guarantee Co.

Chicago (Ill.) *Household Guest* (1).—Circulation 275,000 guaranteed.

Chicago (Ill.) *National Harness Review* (1).—Devoted to the harness interests throughout the United States. Circulation reaches the entire trade everywhere.

Chicago (Ill.) *Record* (1).—The *Record* has a greater circulation than any other Chicago morning paper. Upon the basis of price per line per 1,000 circulation, the rates of the *Record* are about one-half the rates of any other Chicago morning paper.

Chicago (Ill.) *Republican* (1).—Only Republican daily evening newspaper in Chicago.

Moline (Ill.) *Dispatch* (1).—The largest daily circulation in Rock Island County; 50 per cent larger than any other Moline daily. Circulation of weekly, 1,100 copies.

Newman (Ill.) *Independent* (1).—Smallest edition issued in 1897, 2,525. Reaches all the people in Eastern Illinois.

Tuscola (Ill.) *Review* (1).—The leading paper in the corn belt of Illinois. Has a bona fide list of 1,800 weekly.

Waukegan (Ill.) *Gazette-Register* (2).—The daily *Gazette-Register* has a sworn circulation of 1,500 copies, and the *Weekly Gazette* has a sworn circulation of 3,000 copies. Largest circulation, daily and weekly, in Lake, Boone, McHenry and Kenosha Counties.

INDIANA.

Derby (Ind.) *Game Bird* (2).—Subscription list guaranteed fully 4,500.

Indianapolis (Ind.) *News* (1).—A family newspaper—nine-tenths of its circulation is delivered by carriers to homes of subscribers. Enterprise in giving the world's news; purity in tone in both news and advertising columns; ability in editorial comment, touching current topics in literature, science, art, etc.; true independence in politics and policies touching public interests. Not only quantity but quality in circulation. Indorsed by the people for a quarter of a century.

Terre Haute (Ind.) *Tribune* (1).—There are only three English daily newspapers published in Terre Haute and the *Tribune* is one of them. It reaches the people.

INDIAN TERRITORY.

Chelsea (I. T.) *David Progress* (1).—Circulation, 2,000.

IOWA.

Dubuque (Ia.) *Times* (1).—Only Republican daily in Northeastern Iowa.

Sioux City (Ia.) *Tribune* (1).—6,000 circulation guaranteed daily.

KANSAS.

Fort Scott (Kans.) *Normal Journal* (1).—No issue less than 25,000.

KENTUCKY.

Elkton (Ky.) *Progress* (2).—The *Progress* is now in its forty-second year, and as an ad-

vertising medium is second to none in Southern Kentucky.

MAINE.

Augusta (Me.) *Kennebec Journal* (1).—Where the *Kennebec Journal* circulates. In the fertile farming regions and prosperous cities and towns of the Kennebec Valley it reigns supreme. To omit the *Kennebec Journal* from your list is simply to leave out this territory. It is the only morning daily for Waterville, Augusta, Gardiner and Hallows. In addition to its daily, the *Kennebec Journal* publishes, every Wednesday, a fine weekly. This is a newspaper and an agricultural paper combined in sixteen large pages. It circulates generally over the State, having a specially large clientage among the most prosperous and progressive farmers. In the great agricultural counties of Kennebec and Somerset it enjoys a larger circulation than any other paper. Thousands of prosperous Maine families take no other paper.

Bangor (Me.) *Maine Sportsman* (1).—Maine's only sportsmen's journal.

Cherryfield (Me.) *Narragansett Times* (1).—Its field has a population of over 12,000. The only paper in West Washington County.

Portland (Me.) *Globe* (2).—The *Globe* is issued weekly with a circulation of 2,000, and is distributed among the best people of Cumberland County. It makes a specialty of local news of interest and is read by every member of the family.

MARYLAND.

Berlin (Md.) *Herald* (1).—Rapidly increasing circulation of about 700. Near Ocean City, one of the best summer resorts on the Atlantic Coast. In the midst of an extensive and fertile agricultural district.

Union Bridge (Md.) *Carroll News* (1).—Largest circulation in Carroll County.

MASSACHUSETTS.

Boston (Mass.) *Christian Leader* (2).—We have unquestionably the largest circulation of any denominational weekly in New England, with possibly one exception, and we feel that it is an exceptional medium for any advertiser.

Boston (Mass.) *Herald* (1).—The advertising rates, in proportion to the enormous circulation, are the lowest in the United States. Eight editions daily. Advertisers secure for one price the benefit of both a morning and evening paper.

Haverhill (Mass.) *Evening Gazette* (1).—Circulation over 7,500—the largest in Northern Essex County.

MICHIGAN.

Ann Arbor (Mich.) *Register* (2).—Reaches a large per cent, directly or indirectly, of our two hundred and fifty professors, instructors and tutors and nearly 3,000 students.

Caro (Mich.) *Home Life* (1).—The only household paper published in Michigan. Has the largest circulation of any monthly publication in Michigan with but two exceptions; has the largest monthly circulation in America with but seventy-two exceptions.

Coldwater (Mich.) *Reporter* (2).—Circulation of *Weekly Reporter* is greater in Branch County than any other two weekly papers combined. Has a circulation of 1,000.

Detroit (Mich.) *Law Student's Helper* (2).—There are two other law magazines undoubtedly having larger circulations, but their publishers do not claim that they are paid circulations, they being admitted house organs, and issued simply for the purpose of advertising the books of their respective publishers. Anyway we have about twice as much paid advertising as any other law magazine in the country, and at higher rates per

page than any other, and our advertisers stay with us year after year, so we judge we have a circulation that justified their patronage and our advertising rates.

Hart (Mich.) *Journal* (1).—Circulation exceeds the combined circulation of all the other papers in the county. To secure, retain and maintain such a circulation as this, is a source of gratification to every one who admires clean and energetic journalism.

Port Huron (Mich.) *Times* (1).—Largest circulation and best advertising medium in Eastern Michigan, east of Detroit.

MINNESOTA.

Minneapolis (Minn.) *Forerunner* (1).—Is the only paper of its kind published in Swedish in the United States. Is read by young and old and preserved in the Swedish-American homes.

Minneapolis (Minn.) *Times* (1).—The only paper in the Northwest with a "verified circulation." Daily circulation, 24,000; Sunday circulation, 30,000.

MISSOURI.

Cassville (Mo.) *Democrat* (1).—Best advertising medium in Barry County.

St. Louis (Mo.) *American Baptist Flag* (1).—We accept advertising with the distinct understanding that our circulation is larger than all other Baptist papers in the State combined.

St. Louis (Mo.) *Church Progress and Catholic World* (2).—Present circulation is over 20,000.

St. Louis (Mo.) *Fraternal Voice* (1).—Regular circulation 10,000.

St. Louis (Mo.) *International Evangel* (1).—Heads the list of inter denominational Sunday school journals. Our 25,000 subscribers and more than 100,000 readers belong to that class of people who have money to spend and know how to spend it intelligently.

NEW HAMPSHIRE.

Manchester (N. H.) *Union* (1).—Circulation daily, 17,300; weekly, 18,000.

NEBRASKA.

Omaha (Neb.) *Sovereign Visitor* (2).—Our paper is in no way a local publication, but is circulated in nearly every State in the Union, Mexico and Province of Ontario. Official organ Woodmen of the World. Circulation 50,000.

NEW JERSEY.

Bayonne (N. J.) *Times* (1).—Largest circulation of any newspaper in Bayonne. Bayonne has a population of 25,000.

Cape May (N. J.) *Star of the Cape* (1).—Largest circulation in South Jersey.

Dover (N. J.) *Index* (1).—Sworn circulation over 4,000 per week.

Elizabeth (N. J.) *Union Co. Record* (1).—The largest and most influential weekly in Union County.

Jersey City (N. J.) *Mirror* (1).—Largest circulation of any weekly publication in Hudson County.

Newark (N. J.) *New Jersey Freie Zeitung* (1).—The leading German paper of the State.

NEW YORK.

Cohoes (N. Y.) *Evening Dispatch* (1).—The *Dispatch*, the oldest one-cent paper in this part of the State, and the leading Cohoes afternoon daily, with its modern newspaper equipment has always been in the van in its advocacy of legitimate public improvements, its wide circulation and conceded prestige, giving, as it does, all the news at all times, has made it the people's paper. The large advertising patronage accorded the *Dispatch* has been won on its merit.

New York (N. Y.) *Popular Science News* (1).—Average circulation about 20,000 copies each month.

NOTES.

Mr. L. J. VANCE has prepared a booklet to advertise Gold Seal Champagne. It is as good and sparkling as the champagne, which is saying a great deal.

The adwriters of Washington, D. C., on Dec. 29, 1897, held their annual banquet. Oratory flowed freely, but not as freely as the champagne.

MR. LELAND RANKIN, president and manager of the Nashville, Tenn., *American*, says that the *American* to-day has the largest circulation it has ever had in its existence of fifty years.

THE Russian Minister of the Interior has issued an order prohibiting four newspapers that have lately offended the Government from publishing advertisements. This is a penalty imposed on them for printing what is called "seditious matter."

THOSE who noticed the imposing list of Chicago Newspaper Union papers in a recent issue of *PRINTERS' INK*, will be interested to learn that the list has been published in a convenient pamphlet, which can be obtained at any of the offices of the Union.

In a clothier's window in William street can be seen the following quatrain:

"To look before you leap
Is not a heavy task;
Before you purchase elsewhere
A trial is all we ask."

THE name of the *Nassachusetts Editor*, North Adams, Mass., was changed on January 1st to the *New England Editor*, to better denote the territory which the paper is designed especially to represent. It is now the official paper of the Massachusetts Press Association and the Fake Suburban Press Association of New England.

THE Christmas edition of the *Anaconda* (Mont.) *Standard*, issued on the 10th of December, is a notable issue. Within its forty-four pages is given quite an amount of information concerning the city where silver reigns supreme. The paper is inclosed in a showy cover, whereon a dainty maiden holds a bit of mistletoe above her head and is "waiting for a kiss." She ought not to have long to wait—in Montana.

In the report of the Auditor for the Post-Office Department for the last fiscal year, just made public, the expense of the Augusta post-office was only 32 per cent of its receipts, notwithstanding that this office cancelled \$100,000 worth of stamps, upon matter mailed by the publishers, the stamps being received by them through the mail from subscribers, the office doing that additional work without the sale of the stamps. Only five other first-class post-offices in the United States were able to obtain so low a percentage, and not one of its size in the country.—*Daily Kennebec Journal*, Dec. 31, 1897.

At the late convention of fruit growers at Sacramento a proposal was indorsed to raise by subscription the sum of \$20,000 to be expended by the State Board of Trade in advertising our dried fruits in Europe. A committee of fifty was appointed, of which R. D. Stephens, of Sacramento, is chairman, to raise the amount, the membership being distributed among the leading fruit-growing counties. The method of advertisement, we understand, is to be in the nature of an exposition similar to the one at Hamburg, to be displayed successively in the principal importing cities. The exposition will include not only a display of the products, but cooking and distribution among visitors. The

fruit, it is presumed, will be donated, and, with necessary attendants, will doubtless be given free transportation by the carrying companies interested in developing the trade.—*San Francisco Bulletin*, Dec. 26, 1897.

In various store windows now may be seen a mirror on which a sign is marked by liquid beads, which keep in a perpetual flow that attracts crowds to witness it. The effect is produced by a tank of water out of sight, which forces, by gravity, its contents through the prepared tube for its reception and passage. One of these devices in Main street, Poughkeepsie, in a tobacconist's window supplies the following legend, and a surrounding border besides:

CUNLEY'S	BUY
VISAGE	CIGAR.

ON Sunday, December 10th, the San Francisco *Call* issued a "New Era Edition" of 78 pages, to commemorate its removal into a new home—the beautiful Claus Spreckels Building, which contains seventeen stories, and in height and architectural beauty compares favorably with New York structures of a similar nature. The edition of the paper for that day was also metropolitan, for within its pages was crowded a mass of interesting information about California, its gold fields, climate, vegetation, its newspapers and its growing future. The last point was emphasized by the large amount of advertising which this edition of the *Call* contained.

WHERE THE JEWS LIVE

Mr. David Sulzberger, of Philadelphia, has, with the assistance of the American Jewish Historical Society, attempted to take a census of the Hebrews in the United States, with the following result: Alabama, 6,000; Arizona, 2,000; Arkansas, 4,000; California, 35,000; Colorado, 1,500; Connecticut, 6,000; North and South Dakota, 3,500; Delaware, 3,000; District of Columbia, 3,500; Florida, 2,500; Georgia, 7,000; Idaho, 2,000; Illinois, 85,000; Indiana, 15,000; Iowa, 5,000; Kansas, 3,500; Kentucky, 12,000; Louisiana, 20,000; Maine, 1,000; Maryland, 35,000; Massachusetts, 20,000; Michigan, 9,000; Minnesota, 6,000; Mississippi, 5,000; Missouri, 25,000; Montana, 2,500; Nebraska, 2,000; Nevada, 2,500; New Hampshire, 1,000; New Jersey, 25,000; New Mexico, 2,000; New York, 350,000; North Carolina, 12,000; Ohio, 50,000; Oregon, 6,000; Pennsylvania, 85,000; Rhode Island, 3,500; South Carolina, 8,000; Tennessee, 15,000; Texas, 12,000; Utah, 5,000; Vermont, 1,000; Virginia, 18,000; Washington, 2,800; West Virginia, 6,000; Wisconsin, 10,000; Wyoming, 1,000. Total, 937,800.—*Public Opinion*.

HIS OBJECTION.

Literary Editor—What a vivid account is given in "Quo Vadis" of the burning of Rome!

Fire Editor—Yes, but it's incomplete. There isn't a word about the loss to the insurance companies.—*Chicago Tribune*.

A QUESTION OF CLASSIFICATION.

Advertising Clerk—Your advertisement begins, "Wanted, a silent partner."

Patron—Yes, that's it.

Clerk—Do you wish it placed under "Business Opportunities" or "Matrimonial"?—*Truth*.

WHAT ADVERTISING IS.

Advertising may be done in a thousand ways. Any method which tells anybody about anything is advertising. Advertising is anything which conveys a message about a business or a product.

If a man opens a store and tells his friends about it, he is advertising the store.

If he prints his announcement on cards and hands them to the passerby, he is advertising the store.

If he puts his sign above the door, or goods in the window, he is advertising the store.

If he makes a hundred duplicates of his sign and nails them on fences or dead walls where people can see them, he is advertising.

If he joins a church or a club, or a secret society, his name and his business will become known, and he will still be advertising.

If he causes his sign or his card to be reproduced and printed in a newspaper, he is doing the same thing that he did when he tacked the sign on the fences or handed the card to the passerby. He is putting his sign into the house of every reader of that paper.

This hypothetical man is a retail dealer. He is in direct contact with the people to whom he seeks to convey the news of his enterprise. The principle is exactly the same with the maker or handler of goods that are to have a more than local sale.

Of all the ways of advertising, the best, most certain and cheapest is that of using the columns of a good newspaper. Intelligent people with money to spend always read the papers.—*Press and Printer.*

A POLITICAL BOOKLET.

Loren M. Hipsher, Democratic candidate for County Auditor, is distributing among his friends a little booklet of twelve pages, entitled "The Auditor's Office."

"The Auditor's Office," in its neatly printed pages, is replete with valuable information about the subject treated. It tells about the origin of the office, stating that it was created by a legislative act in 1830. The book speaks of the many important duties and responsibilities added to the office since that time, "until it has become one of the most responsible and laborious of all the positions of trust in the county." It states that the County Auditor elected in November, 1898, will take his office on the third Monday in October, 1899. Of course Mr. Hipsher's booklet does not say so in so many words, but he most sincerely hopes to be that individual. The little booklet goes on to recite in detail the general and specific duties of the Auditor, gives his connection with the Board of Equalization, appraisement of railroads and real estate, his manner of keeping account of the soldiers' and infirmaries funds, shows how taxes are levied, and closes with some practical hints and statistics of the county. The book makes a neat little holiday present.—*Marion (O.) Star.*

PUSHING A RELIABLE ARTICLE.

The Imperial Granum Company, of New London, Conn., and New York, says it made advertising pay by having a reliable article to advertise; by making the advertisements as attractive as it could; by trying to adapt them to the various mediums used; by constantly increasing the total amount spent each year as sales increased, and by being willing, during times of great trade depressions, to see the entire gross profits, and sometimes more than this, go out in advertising, being sure that the company would reap the benefit as "good times" returned.—*Utica (N. Y.) Daily Press, Dec. 30, 1897.*

AT THE FALL EXHIBITION.

"\$500 for a little picture like that! Only think, Maria!"

"Say, John, how do ye s'pose Mr. Sands kin afford to give one away with every pound o' tea?"—*Truth.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—Photographs to make small proofs from cabinets. Address "Box 9, Station D," City.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks? Yes it do.

MAIL order men, write for our proposition; clean goods; large profits; 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—Position as advertising manager's assistant. Six years' experience. Will be at liberty Jan. 16th. "F. L." Printers' Ink.

WANTED—For cash purchaser, a paying Republican newspaper. Address, with price and full particulars, "A. H. H.," 3612 Calumet Ave., Chicago.

PRESS WORK WANTED—I have excellent press facilities. I want some long runs of press work. I always turn out clean printing. J. W. BRACKETT, Pub'r *Photographs*, Phillips, Maine.

WANTED—Newspaper man of long experience desires position as department writer or advertising manager on city daily or weekly. Middle or Eastern States preferred; first-class references. "ECARD," Printers' Ink.

WANTED—Advertisers to see our 32-page SUNDAY NEWS. Largest and best in Youngstown and Mahoning Valley. Sample free to advertisers. Rates 25c. inch each insertion. Address C. M. SHAFFER CO., Youngstown, Ohio.

I WANT orders to set and electrotype your advertisements. I can do better work than most printers, and work equal to that of any. I ask you to give me a fair trial on the next advertisement you want done. Address WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement after submitting specimens. Address "A. M. T.," care of Printers' Ink.

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS?

50,000 GUARANTEED CIRCULATION.
Rates, 25 cents per agate line, each insertion.
All ads next to reading matter.
\$ 1.00 buys 4 lines \$ 14.00 buys 4 inches
1.25 " 5 lines 17.50 " 5 inches
1.50 " 6 lines 21.00 " 6 inches
1.75 " 7 lines 24.50 " half col.
2.00 " 8 lines 28.00 " one col.
2.50 " 10 lines 35.00 " half page
3.00 " 12 lines 42.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 25-18 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. E. W. BLATCHFORD & CO., Chicago.

MISCELLANEOUS.

PERFECTION paper fasteners. Every desk-worker needs them; 15 samples for 4-cent stamp. SCHUCLEY BROS., Homestead, Pa.

BOOKS.

1898 DEPARTMENT Store Directory, U. S. and Canada, including 5c. and 10c. stores. Price \$1. B. S. MALLETT, 271 Broadway, New York.

SPECIAL AGENTS.

THE papers represented by H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative, have the consideration of reliable advertisers.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

MAIL ORDERS.

BEST illustrated catalogue for the mail-order business ever issued. Send for sample and terms to T. J. CAREY & CO., mail-order book mfrs., 34 City Hall Place, New York.

DIRECTORIES.

DIRECTORY, name, post-office, occupation, nationality, politics and religion of every voter of Scott County, Minn.—\$3.00 name—for 50 cents. "INDEPENDENT," Jordan, Minn.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection of advertising cuts in U. S. Catalogue 10c. THE SPATULA, Boston.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 30x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

PRINTERS.

DEPARTMENT of Profitable Publicity of the W. B. Conkey Co., E. A. WHEATLEY, Director, 341-343 Dearborn St., Chicago.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ELECTROTYPES.

LI. NOTYPE, stereotype, electrotype metal. Absolutely reliable, uniform and pure. Our standards need no "trial order," but orders and correspondence solicited.

MERCHANT & CO., Inc.,
Manufacturers,
Philadelphia, Pa.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr., Printers' Ink Press, 10 Spruce St., N. Y. City.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times, 35 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

A. O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

ADVERTISERS' GUIDE, New Market, N. J., 7c. line. Circ'n 3,500. Close 34th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,500 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES AND EVENING NEWS, 14,000 daily, create a "want" for other advertised goods. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES AND EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE SUNDAY SCHOOL TIMES, Phila., average issue 154,000 copies weekly in 1897. Worthy advertisements accepted. Write the "R. P. A.," Philadelphia.

REPUBLICAN-JOURNAL, Littleton, N. H.; largest circulation and best paper in State north of Concord; 2,500 guaranteed; rates low, but firm; service the best.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,300. A good country paper at a great trade center.

THE TIMES UNION, of Albany, N. Y., is the leading paper of the capital city. Its paid circulation is larger than that of all the other Albany dailies combined. As an advertising medium it is unequalled. JOHN H. FARRELL, editor and proprietor.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Book, Savannah, Ga.

IF YOU WANT TO REACH THE COMMERCIAL TRAVELERS OF AMERICA

It will pay you to advertise in the COMMERCIAL TRAVELER, published monthly at St. Louis, Mo. It is read by the cream of the Drummer fraternity throughout the United States.

For rates address the COMMERCIAL TRAVELER, St. Louis, Mo.; or, H. W. MASON, Special Agent, 31-33 E. 23d St., New York.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day.

It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,500 copies. Address Southern Branch New York Musical Echo Co., 163, 165 and 169 Congress St., Savannah, Ga.

ALL THE NEWS OF THE KLONDIKE **DAILY**

IS PUBLISHED
IN THE . . .

Published in Tacoma, Washington, the gateway to the Klondike, the
BOATS START FROM en route to the gold fields of Alaska.
since July, 1897. Circulation guaranteed by the Advertisers

The following statement of the Imports and Exports of Pacific Coast Ports for ten months by the United States, prepared in the Treasury Department Bureau of Statistics, exports, but second in imports over every other city

THE ONLY

Sound Money Republican
Daily in the State of
Washington.

THE ONLY

8, 16 and 24 page daily
paper published in
Tacoma.

THE ONLY

Morning paper published
in Tacoma.

CALIFORNIA	—San Francisco . . . \$
	Los Angeles . . .
	San Diego . . .
	Humboldt . . .
WASHINGTON	— TACOMA . . . 4
	Seattle . . .
	All other Puget Sound Ports
OREGON	—Portland . . .
	Astoria . . .
	Southern Oregon . . .
ALASKA
ARIZONA \$

RESOURCES OF

Wheat crop, 1897, 18,000,000 bushels, \$12,000,000.
Oats, value, \$1,000,000.
Foreign exports of wheat, 3,259,279 bushels.
Producing capacity of orchards, over \$15,000,000.

Gold and silver product 1897, \$4,500,000.
Coal, 1,250,000 tons, \$2.80.
Lumber cut, 500,000,000 ft.
Shingles cut, 2,500,000,000

Advertisers can reach this great country only through the

THE S. C. BECKWITH SPECIAL

TACOMA

DAILY LEDGER

the head of navigation on Puget Sound, where the
3,300 new subscribers added to its paid subscription list
Guarantee Co. of Chicago.

to October 31, is compiled from the monthly summary of Finance and Commerce
This statement shows Tacoma to be not only second to San Francisco in
to the Northwest by more than \$2,500,000.

	IMPORTS	EXPORTS
	\$33,218,399	\$31,289,997
	406,077	15,757
	159,085	278,515
	1,183	132,029
	4,707,511	4,521,733
	534,806	2,008,922
Ports	1,111,046	3,361,768
	1,078,966	4,375,158
	145,113	116,411
	8	10,953
	85,783	11,590
	588,342	798,226
	\$42,036,319	\$46,921,058

KLONDIKE Ships start from Tacoma.

KLONDIKE Miners start from Tacoma.

KLONDIKE Outfits are bought in Tacoma.

KLONDIKE Trade controlled by Tacoma.

KLONDIKE Gold comes to Tacoma.

KLONDIKE Gold is smelted in Tacoma.

KLONDIKE Information, all that is reliable, is published in Tacoma in the Ledger.

WASHINGTON

\$2,500,000. Fisheries catch, 1896, \$2,115,488.
\$1,000. Railway trackage in State, 3 203 miles; assessed, \$12,257,575.
\$4,000,000. Timber area, 20,000,000 acres.
\$300,000. Unappropriated land in Washington, 18,570,041 acres.

LEDGER.

AL AGENCY, New York and Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

Oscar Herzberg, Managing Editor.

Peter Dougan, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JANUARY 12, 1898.

In the spring of 1892 the New York Board of Trade and Transportation appointed a committee to consider the existing postal laws and bills for their modification, and communicate to the Congressional Committee on Post-Offices its opinions and recommendations; and a little later—viz., April 13, 1892—on recommendation of its Committee on Postal Laws and Bills for their Modification, adopted the following:

Whereas, Books, periodicals, newspapers, and other printed matter disseminate and preserve useful information, advance civilization, and increase and facilitate business, it is wise to provide for their distribution at as low a rate as can be afforded, and as attempts to classify and discriminate have a tendency to repress or injure useful enterprises,

Resolved, That in the opinion of this board the postage on all classes of printed matter should be uniform.

It may be some years before the opinion of the New York Board of Trade and Transportation shall become the opinion of Congress; but until it does there will be endless trouble in and with the Post-Office Department, and no end of injustice and favoritism, despite the best effort of the most competent Postmaster-General to prevent either.

If you have advertised and made money you have solved the problem of how to do it better than the theorist.

An advertiser who deals with honest advertising agents finds this great advantage:

They keep me out of the papers that would not pay me.

The Philadelphia Record sells 2,600 copies daily in Richmond, Va.

TIMIDITY is the stumbling block of many an otherwise well equipped advertiser.

Of all the newspaper literature issued in celebration of the union of the cities, the supplements published by the Brooklyn Eagle are to our mind the most valuable.—New York Times.

The Brooklyn Eagle appeared to be the one paper in Greater New York to fully realize the importance of consolidation. On January 2 it published a 100-page consolidation number, which contained a vast amount of historical matter about all the boroughs, reports of the celebration observances, the new officials, etc. The entire edition of the paper was sold before eight o'clock in the morning. Before night papers were selling on news-stands for 50 cents a copy.

An advertiser who uses a six-inch double-column advertisement, half picture and half letterpress, was recently curious to learn what would be the cost in certain papers of very large circulation. In Boston he selected the Globe, the circulation of which is 193,696 daily and 245,755 Sunday, making a total circulation per week of 1,407,931. The advertiser found that his advertisement in the Globe for a year would cost \$27,518.40. In New York, which is in the center of the densest population of the United States, the advertiser learned that his advertisement could appear in the Morning Journal, the Evening Journal and the Sunday Journal for \$25,500.12, and that the circulation of the Morning Journal is at present 300,000 a day, of the Evening Journal 250,000 a day and of the Sunday Journal 400,000. The Journal output in a week therefore is 3,700,000, or twice that of the Boston paper, with a surplus over of nearly another million copies to spare. By the above figures it would appear that in papers of about the same class there is often a vast difference in the comparative price demanded for advertising. Had this advertiser used no picture, the price in the Boston Globe would be only \$18,345.60, but in the Journal the price would be as stated, leaving the last named still very much the cheaper medium.

TO GET the complete returns from your advertising that has already appeared you will have to keep on advertising.

THE more I place, the less I seem to feel I know about advertising. The features covering the placing of ads change every season. The conditions are like those governing trade. The rates are never stationary, and it requires genius, system, attention and industry to keep posted. No man can be fully so; that man is the best advertiser who is most nearly so.—*William A. Hockemeyer.*

IN future issues of the American Newspaper Directory, a new circulation rating letter will be adopted, viz., Z, which will be explained in the key as set forth below.

Z.

A communication received from this paper, in answer to an application for a revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings:

1. It was not signed.
2. It was not dated.
3. It was not definite.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.
7. It was signed with a hand-stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It conveyed no information.
11. It contained a complaint or protest but no definite information.
12. It contained a complaint or protest but no information whatever.
13. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterwards be proven untrue.

Although attention was directed to the insufficiency of the report and full information furnished just how the fault might be remedied, it had not been cured at the time the revision for this page was completed for the printer.

EVERYBODY reads newspapers; everybody does *not* read circulars, no matter how well prepared or attractive they may be. Every thousand circulars mailed with a one cent stamp costs \$10. There is no newspaper in the world that would, or could, charge, even for a full-column ad, \$10 per thousand of its circulation.

UNDER another cover we send you marked copy of the *Enquirer*, showing, etc., etc.

PRINTERS' INK receives perhaps fifty letters of this kind every year. The "marked copies" referred to may come all right, but time is too precious to wade through hundreds of exchanges in order to find the newspaper containing the piece of information which the correspondent wishes us to see. How much more rational to inclose a clipping of the matter referred to in the envelope containing the letter that speaks about it, and thus be sure that it meets the eagle eye of the Little Schoolmaster! In this resolution-making period let that be one of your resolutions for the new year!

PROOF OF PUBLICATION.

The American Proof of Publication Bureau is an enterprise started by D. P. R. Strong and J. A. Frawley, at 2,605 Stevens avenue, Minneapolis. The projectors state that they have established a bureau for the purpose of proving the service of the publisher to the advertiser, and will receive the papers and keep a record of the ads desired to be proven, and whenever the advertiser requires it will furnish a sworn tabulated statement, showing just how the papers he is using are serving him. They intend also to keep the papers on file for exhibition on occasion. The following "points" are given in commendation of the system:

Whenever a publisher receives a proposition for foreign advertising he will simply have to consider the value of his space not the cost of his paper for the term, the trouble of putting the advertiser on the mailing list, and taking him off at the right time, nor the annoyance of sending "missing copies." This will result in the acceptance of more of those small advertising propositions, encourage the foreign advertiser to send out his propositions and increase the business to the mutual benefit of the advertiser and publisher. It will save the foreign advertiser the expense of receiving and checking the papers he is using, and it will enable him to use many papers which under the present system he does not care to bother with. It will be easier for the publisher to see that we get one copy of his paper every week than that twenty or more advertisers, scattered all over the United States, get a copy each.

RHODE ISLAND NEWSPAPERS.

Providence, one of the two capitals of the State of Rhode Island, and decidedly the commercial center of that little commonwealth, is peculiarly happy in the possession of three daily newspapers that might be a source of pride to a much larger community. The city has a population of about 160,000, and has the reputation of being, *per capita*, one of the wealthiest communities on the face of the globe. However that may be, contrary to a natural inference, it is endowed with many factories and is interested in commerce in many diverse ways.

The three daily papers referred to are the *Evening Bulletin*, the (morning) *Journal* and the *Evening Telegram*. Although the race between them for precedence is exceedingly close, it is the opinion of outsiders that the *Bulletin* slightly leads the *Telegram*, in spite of the claims advanced by the latter.

All three of these papers have the outside appearance of being metropolitan. There is nothing of the "hay seed" about them.

The *Bulletin* is the evening edition of the *Journal*, and although started many years later, it has taken precedence of its morning contemporary. Indeed, Providence seems to have solved for itself the problem as to morning and evening issues, and has decided very positively in favor of the evening editions.

The *Bulletin* and the *Journal* are published by the Providence Journal Co., and this company also issues the *Sunday Journal* and the *Manufacturers' and Farmers' Journal*. This last comes out on Monday and on Thursday and the subscription price is \$1 per year, payable in advance. The subscription price of the *Sunday* edition is \$2 and of the daily \$6. The publishers do not insist upon prepayment of subscription in advance, but as an inducement offer to mail, free of expense, all prepaid copies. Single copies of the daily are two cents.

The *Journal* is one of the oldest dailies in New England, having been founded in 1828. The quality of its paper is fair, and the typography, while not very artistic, is of a preferred commercial character. The page is divided into eight columns and the issue generally consists of ten pages, although sometimes it is twelve.

The news is given in an up-to-date, terse, metropolitan fashion, and the quality of it is dignified. The paper seems to be an eminently fair and conservative one, far removed from the vices of sensationalism. There is no "yellow" about it.

Editorially it preserves the same character, being high-minded, broad, clean and able. Foreign matters are given intelligent consideration and ample space, and are treated in an admirable spirit. There is no "jingo" about the *Journal*.

The advertisements seem to run about four full pages out of ten, or nearly five out of twelve. A very fair run of it is local. All of the large general or national advertisers, or at least the majority of them, seem to favor the *Journal* and the *Bulletin*. In both, too, the advertisers seem to enjoy many privileges and ride over the columns just as freely as they may desire. At the top of the second or third page of each for the past month, one local advertiser has run his announcement across the entire page, chopping off about three inches of each column. The advertisements are neither better nor worse than those found in most metropolitan dailies.

Almost all that has been said of the *Journal* holds true of the *Bulletin*. It seems to have outstripped the former, however, and, although sold at the same price—two cents for single copies, \$6 per year—gives considerably more for that figure. It never runs less than twelve pages to the issue.

The quality and typography is identical. Both publications allow some wood-cuts, though not many, and both carry advertising on almost every page, both the title page and the editorial. The editorials in both are the same, a singular fact, which I have never noted before. The advertising runs a little heavier in the *Bulletin*—nearly half the column space of the entire issue—almost invariably.

Both these papers are thoroughly independent in politics and conservative on public questions. They are opposed to Hawaiian annexation, favor a lower tariff evidently, and do not seem inclined to adopt the popular side of a question, if their convictions do not plainly run that way.

The *Evening Telegram* is published by the Providence Telegram Publishing Co. This sheet is a little smaller in size than the *Bulletin* and the *Jour-*

nal, and contains eight columns, as they do. The paper used is of a fairly good quality and the typography a little better than those of the other papers. The single copy price is 2 cents, subscription \$5 per year. It is a twelve-page daily at the least, but generally runs higher—to 16 and even to 20 pages. The *Telegram* is very liberal with cuts, and is slightly more sensational than its confreres.

At the head of its editorial page it states that it has a larger circulation than any other newspaper published in New England, outside of Boston, and that its Sunday edition has four times the circulation of any other Rhode Island Sunday newspaper and three times the circulation of any other Sunday New England paper published outside of Boston.

In advertising it seems to run a little ahead even of the *Bulletin*, a fact which it takes advantage of, claiming in no uncertain tones on its editorial page, giving figures and all the other methods of the self-glorification school to which it seems to belong with heart and soul.

It claims a daily average circulation of 36,956.

All three of these papers run market reports, marine intelligence and all the other modern methods which have grown to be essential.

I understand that they all possess associated press privileges.

The *Sunday Journal* runs to about 18 pages. Its advertising patronage is rather light. Its character is unexceptional, for it has not run after the false and strange gods of the ephemeral taste of to-day. It sells for 5 cents by the single copy.

The *Sunday Telegram* is a fair exponent of the city Sunday sensational, transplanted to country soil. It claims a circulation of 37,936. It runs 32, 36 and even 40 pages, and even has colored covers and such like abominations. It sells for 5 cents a copy, or \$2 a year. It has a good run of large display advertisements.

W. J. BLACK.

The Callender, McAuslan & Troup Co., of Providence, the largest department store in Rhode Island, recently closed with the Providence *Telegram* the largest contract ever made by the company with any newspaper. At the same time they wrote an interesting letter to the publisher of the *Tele-*

gram, which is worth reproduction here:

PROVIDENCE, R. I., Nov. 30, 1897.

Publisher the "Evening Telegram," Providence, R. I.:

DEAR SIR—Out of the experience of the thirty years we have been engaged in the dry goods business in Providence, we have come to the belief that the daily newspaper is the best advertising medium.

We believe, also, that the *Telegram* covers a field that is not covered by other dailies—a most valuable field for advertisers.

During the past year your paper has received every advertisement which we have placed in any daily paper, and the excellent results which we have obtained from the *Telegram* have induced us to make a contract with you for the coming year larger than we have ever made before. Yours respectfully,

CALLENDER, MCAUSLAN & TROUP CO.

Mr. Thomas D. Taylor, advertising manager of the *Telegram*, thus speaks of his publication in a recent letter to the Little Schoolmaster:

The usual size of the *Telegram* in the past has been ten pages, and when we had an extra run of advertising the paper was increased to twelve pages. The size of our paper has been permanently increased to twelve pages as a minimum, and sixteen pages three or four times a week. Yesterday we were compelled by the extraordinary run of business to print twenty pages. Our old competitor, the *Bulletin*, plods along with ten and twelve pages, and once in a great while manages to get up to fourteen. The Sunday edition of the *Telegram* has been gradually increased from 24, 26, 28, 30, 32, and the permanent size is now 34 pages. For the past two Sundays we have been compelled to run 40 pages. Our special Christmas edition was issued on December 12th, with a handsome cover executed in four colors. This edition broke all records, carrying as it did 105½ columns of paid advertising, while our antiquated contemporary, the *Journal*, carried but 27 columns. On the 19th instant our Sunday issue—in no sense a special edition—again smashed the record with exceeding 106 columns of paid advertising, while the one time mighty Providence *Journal* carried but 24 columns. Friday is the most important day in the evening field, and during the past five weeks we have carried every issue from 20½ to 34 columns more paid advertising than the *Bulletin*.

I believe that it is now conceded that the best test of a newspaper as a profitable medium of publicity is the advertising patronage which it commands, and as the *Telegram* is now, and has been for the past six or seven weeks, carrying by far more advertising than any other paper published in the State of Rhode Island, it is clearly evident that the *Telegram* is the most profitable advertising medium in this State.

We would be much pleased to have you make comparison of the *Journal*, *Bulletin* and the *Telegram* for the past few weeks, and give your opinion as to the relative merits of each as up-to-date metropolitan newspapers.

GOOD REASON.

She—Here's an account of a woman who regained the use of her tongue after twenty years' silence.

He—Humph! I suppose some other woman got in front of her at a bargain counter.—*Truth*.

THE
**FAKE-NEWSPAPER
 ASSOCIATION**
 OF NEW ENGLAND

Consisting of { **THE UNIMPORTANT
 THE UNKNOWN
 THE MISLED**

REWARD—A liberal reward, one in proportion to the value of the service, will be paid for a list of the names of the members of the alleged Suburban Press Association of New England who were present at the alleged meeting said to have been held in Boston, when it is alleged that the members present passed a resolution to the effect that the methods of the American Newspaper Directory are beneath contempt. Application has been made to all the one hundred and thirty-eight alleged members of this alleged association, but thus far it has not been possible to unearth any member who is willing to admit that he was present—with the single exception of one Whitaker, the alleged editor and publisher of the *New England Farmer*, who is suspected of having been not only the instigator of the resolution, but also to have been the only member present at the alleged meeting, and of having written, offered, passed and reported the famous resolution all alone. Any one having knowledge to the contrary will confer a favor and earn a reward by communicating with the editor of the AMERICAN NEWSPAPER DIRECTORY at No. 10 Spruce Street, New York.

The above reward has been conspicuously advertised but no man has been found bold enough to rise up and admit that he was there. The reward will be continued till Whitaker confesses or proves that he was countenanced by at least one other member of the fake-newspaper association called Suburban.

SOME DUPLICATION INEVITABLE.

A correspondent of the *Advertiser's Guide* has this to say:

Inasmuch as you have given so much space to the kickers against the circulation of *Comfort*, et. al., perhaps a word on the other side of the question might be acceptable. Now, in the first place, I have yet to see a kick from an advertiser whose expenditure amounts to a hundred dollars a year in this class of publications, or who has attained a recognized position, as a general "mail order" advertiser. It is quite apparent that the general advertisers who use *Comfort*, Vickery & Hill, and similar publications are well satisfied, else they would not continue to use these publications year after year. Now about the circulation of these publications. I have at various times inspected the mailing rooms of several of the "big" ones, and there is not a question in my mind that they have every copy of circulation claimed.

Now in the case of Vickery & Hill's list. They have a monthly circulation of a million and a half. Can any of your correspondents conceive of a plan whereby duplication to a more or less extent can be avoided? A system, I mean, that will absolutely and unquestionably avoid duplication. If so, I venture to say any one of the publishers will pay this man his own price for the device.

As to the cause of duplication. As in the case of local papers these publications desire to continually increase their circulation.

The local papers, when they decide to increase, carefully collect the addresses of all the possible subscribers in their own and neighboring towns and proceed to sample copy, circularize and personally interview, until they have worked all the available territory, when they are practically at a standstill.

Not so with the paper of general circulation. Its field is almost unlimited. Instead of working every individual and family in a few localities, it is in a position to choose from the whole country what class of customers are most apt to be profitable both to itself and its advertisers.

Thousands of dollars have been expended by E. C. Allen, Vickery, Gannett, Porter and others to settle this point, and it is the consensus of opinion that the most profitable subscriber is one who has money and is accustomed to ordering goods through the mails.

Now in order to obtain this class of subscribers the publisher has found that the only manner in which he can satisfy himself that a certain person is accustomed to ordering goods through the mails, is by examining an order signed by this person.

And right here I ask your subscriber, "To whom would you prefer a hundred circulars, letters or even sample copies sent to, a person who had answered an advertisement within a few months inclosing money, or one who had received a circular, letter or sample copy containing your ad every month for ten years, or a total of 120 copies?"

But to resume. It is a settled point with those who have had practical experience that the most profitable addresses to sample copy are parties who have recently answered advertisements and ordered goods through the mails. So the enterprising publishers arrange with the experienced advertiser for a copy of the letters and orders received.

Now such publishers as Vickery & Hill and Gannett can secure copy of the very best letters on the market, and are in a position to pay for them, and what is more important, they do so.

Now as to the cause of duplication. It is generally conceded that any paper of general circulation in order to pay the advertiser must sample copy more or less. John Jones sees the ad of Smith & Co. in the *Youth's Companion*, *Ladies' Home Journal* or similar publication. He answers it. His letter is received by Smith & Co., and if an order it is filled, and if an inquiry it is answered and his letter is placed on file.

John Jones also sees the ad of William Williams in the *Boston Globe*, of Sam. Samials in the *New York World*, and of Ed. Edwards in the *Delineator*, and perhaps replies to them all, and his letter receives the same treatment in every case that it did with Smith & Co.—placed on file.

Now fall comes and the publisher wants to boom his circulation, and arranges with Smith & Co., Williams, Samials and Edwards for a copy of their letters in order to sample copy the addresses. They all arrive at about the same time, and girls are put to work copying them. Now we will say there are 50,000 letters in the five lots, and each lot contains a letter from John Jones. Can any of your kicking readers suggest a system whereby the publisher can ascertain how to trace these five letters out, or to detect that they are in these lots? I acknowledge the possibility, but its expense would be prohibitive. What is the result? Once in a great many times some John Jones or some postal card fiend gets two or more copies of a paper and at once rushes into public print condemning the papers, to their own evident satisfaction and to the amusement and sometimes disgust of those who know the inside of the mail order business.

I feel safe in asserting that for every person who can show the receipt of two or more copies of any of the publications of general circulation, that if it were possible to get right down to facts, there would be a thousand who received only a single copy, and that a large per cent of these carefully read every word in the paper, including the advertisements.

COMMON SENSE ADVERTISING.

Ask a hundred men, "What is advertising?" and ninety-nine of them will say that advertising is—advertising.

Advertising, as I see it, is the announcement of anything by any means.

Advertising is a commodity—as much so as dry goods, shoes or flour.

Advertising is one of the five links in the chain of business.

The advertising that does not pay is almost always the advertising that has not been given a chance to pay.

The average user of advertising writes the advertisement with a blunt pencil upon a pad of paper upon his knee, or quickly scribbles off his name and address—and something else—upon a pad on his desk.

He pays good money for advertising space. He fills that expensive place with the careless thought of a minute.

It is estimated that the world spends \$2,000,000,000 a year on advertising.

An intelligent estimate has not been able to assume that this same business world pays out more than one two-thousandth of this total expenditure for the preparation of its advertising matter.

If advertising is worth anything—and every successful business man says that it is—then some care should be given to its preparation, just as much as to the management of any other part of business.—*Hardware*.

SOME PRINTERS' INK TESTIMONIALS.

MODEST MERIT MODESTLY MENTIONED.

At the present moment PRINTERS' INK is in want of some genuine testimonials that shall blazon forth the Little Schoolmaster's transcendent merits—not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know that just now he is aching to be puffed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic reproduction, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied and commented upon in these pages. For the best dozen testimonials a sterling Souvenir PRINTERS' INK Spoon will be duly sent, one to each of the dozen writers, and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent in due time a solid silver Loving Cup, upon one side of which there shall be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date, and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straightforward but modest ways, can not do better than to just write a letter and give expression to your feelings. That letter may win the Loving Cup. Let it be addressed to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, New York.—*Printers' Ink, Dec. 8.*

3030 Broadway,
CAMDEN, N. J., Dec. 31, 1897. }

Editor of PRINTERS' INK:

Herewith find a testimonial in the form of a letter to a Glasgow (Scotland) business man. "Let Glasgow flourish" is the Glasgow city motto, hence using it as a bait to lead the reader on. The "Broomielaw" is as well known to Glasgow as the Brooklyn Bridge to New York—wherefore the localism. I feel sure if this letter is set up in PRINTERS' INK style, it will do good for the paper in the old country and here also. Very truly,

JAMES D. LAW.

[Copy.]

3030 Broadway,
CAMDEN, N. J., U. S. A., Jan. 1, 1898. }
MY DEAR CRAIB ANGUS—"Let Glasgow flourish!"

To that end here is a New Year contribution:

One of the best things I know of in this country is a weekly New York publication called PRINTERS' INK—a journal for advertisers. In size it is about a crown 8vo., and each number contains from 80 to 100 pages, full of intensely interesting matter from advertisements to editorials.

Amongst its regular features are chapters devoted to "Ready-Made Advertisements," "Store Management" and "Criticism," each department being in charge of a successful specialist of national reputation.

Selecting at random the issue for the 23d ult., I find special, original, signed articles on such subjects as "The American Newspaper Directory," "Parcels Post as an Incentive to the Mail Order Business," "Some British Display Ads" (illustrated), "Guaranteed Goods," "Advocates of the Weekly," "What Some Publishers Assert," "Some PRINTERS' INK Testimonials," "Advertising Novelties," "The Job Printers' Advertising," "With English Advertisers," "Mail Order Trade," "Holiday Window Displays," "Getting Manufacturers' Aid" and letters by the dozen from all sections of the country on almost every conceivable advertising topic. There are, besides, columns of the most entertaining and instructive notes and thoughts copied (with credit given) from all quarters of the globe. In a word, the best articles on every subject pertaining to the promotion of trade, sooner or later—generally sooner—find

their way into PRINTERS' INK, which has been affectionately styled "The Little Schoolmaster in the Art of Advertising." It might also, with truth, be termed "The Merchants' Own Magazine," "An Eclectic Bulletin of Business." In the empire of publicity, at least, it certainly is imperator. A pleasing feature of it is its typographical excellence. Taking it week in and week out for years, I can not recall a poor number. For variety of type, artistic composition and clean presswork, it is without a superior. An examination of one of its volumes would give you a better and quicker idea of this hustling, bustling land than a collection of maps, charts and tabulated statements long enough to stretch from Broomielaw to the Brooklyn Bridge. Not an iota do I exaggerate. Is it any wonder, then, that I look anxiously for the little paper every Wednesday? I wouldn't be without it for many times its price, which is \$5 per annum, or \$10 from date to the end of the century (Dec. 31, 1900). Some subscribers confess to have made many hundred dollars on the tips gathered from a single number. Not less than one copy should be in every newspaper and printing office in the British Isles. If half of your shopkeepers read it regularly and acted on its teachings, the benefit to them and to the public at large would be incalculable. PRINTERS' INK is edited and published by Geo. P. Rowell & Co., the leading advertising specialists of this country, with a London office at 50-52 Ludgate Hill, E. C. You should not fail to send for a sample copy at once, and I am sure you will want it regularly, and as long as you live will feel grateful to me for this letter of recommendation. Sincerely yours,

JAMES D. LAW.

To

W. CRAIB ANGUS, Esq.,

QUEEN STREET,

GLASGOW,

SCOTLAND.

Introducing PRINTERS' INK.

Editor of PRINTERS' INK:

Your issue of PRINTERS' INK for December 8th I received on December 9th, a. m. On opening it I saw a small ad which I thought good, and had it reproduced as my ad in our

evening paper, the *Daily Witness*, of December 10th. I was complimented on it next day by quite a few, and the ad agent for that paper asked what happy idea made me write it. I replied I saw it in PRINTERS' INK, and it is only one of the many successful helps I have received from the "Little School-master" to aid me in writing my own ads besides getting many useful lessons on *How, When and Where* to advertise my line of business.

JOHN ALLAN,
General Outfitter.

MONTREAL (P. Q.), Dec. 10, 1897.

Editor of PRINTERS' INK:

For a number of years I have read all of every issue of PRINTERS' INK. So long as it is necessary for me to work for a living I shall continue reading it.

I write advertisements, charge an annual price for my service and grant permission to discontinue at any time. During the past three years the service has never been discontinued at the suggestion of any customer, and renewal contracts were always made at an increased price.

The business of the largest firm upon my list has steadily increased, even during the hard times. They have three competing houses, and their business now equals the combined business of the other three. Two years ago this firm occupied second if not third place.

Another firm (clothing) occupied first place when I took charge of their advertising. Last summer I made a special announcement of all-wool suits at \$10. The leading competitor offered an all-wool suit as low as \$7. The competitor spent more money advertising his \$7 suit than we did in advertising our \$10 suit. Result: We sold every suit in the stock intended to be sold at this price and were obliged to put in higher priced goods for \$10 to supply the demand. I know positively that the other fellow's \$7 suits did not go. He had the largest store and spent the most money. I don't know what his \$7 suits were like, but he did not know how to tell his story so that people would believe that they were as good as ours. The senior member of this firm (the one I work for) told me last night that they had taken in more money this week (5 days) than in any other one week since they have been in business, a period of twenty years.

I never wrote a "smart" advertisement in my life. I never wrote any poetical advertising. Each advertisement was a careful statement of fact, clothed in as attractive language as I knew how to use. There is one thought above all others in my mind while writing advertisements. It is above the thing offered, above the description and prices. It is "What effect will the announcement have upon the permanent business of the firm?"

My advertising has done all that advertising can do. It has helped to sell good goods at a fair price. It has been profitable to my customers. I don't believe in advertising inspirations. I believe advertising is a study—a business.

There is one way to do profitable advertising. Get right down and study. The goods and customers are the problems, but before they can be worked out the principles must be mastered. There is one journal that stands above all others in teaching these principles; it has made it possible for me to earn dollars for myself and for my customers; it is hated by the horde of fake advertisers who have worthless advertising schemes to sell; it is despised by the lying publisher whose business existence depends upon his ability to deceive; it is respected by the large and con-

stantly increasing number of intelligent men who look upon advertising as a legitimate business and not a game of chance; it is the one journal that has done more than all others to raise advertising to its present dignified position in America. The name of this journal is PRINTERS' INK.

For ten years I have done newspaper and advertising work. I have intimately known many local and general advertisers. Not more than twenty-five per cent were sure that their advertising was doing them any good. I don't believe that the advertising of the seventy-five per cent did pay. All of the successful ones did not take PRINTERS' INK, but I don't know of a regular reader of PRINTERS' INK who ever admitted that he was going it blind. CHAS. SETH BROWN.

OSHERLIN, Ohio, Dec. 24, 1897.

FOR PRINTERS' INK, I can say that I can trace to its influence, either directly or indirectly, at least eighty per cent of the letters of inquiry that I receive. And I believe from what I know and from what other advertisement writers have said, that my business has grown much more rapidly than any similar business ever grew.

CHAS. F. JONES,
Suite 201, World Building, New York.

THE GOLDEN RULE STORE. }
E. K. PARK, Proprietor. }

Editor of PRINTERS' INK:

I have been a reader of PRINTERS' INK about five years. Previous to that time I was an advertiser with no fixed purpose; tried this and that with indifferent success. PRINTERS' INK acted as a tonic, and I went to increasing my newspaper space, until now I use double that of any of my competitors in the village, and am satisfied with results. Usually PRINTERS' INK comes Saturday, and I read the whole by Monday morning, when I am ready to write my week's advertising. My banker recently asked where I picked up so many snaps of bargains ahead of competitors. Told him since I commenced reading PRINTERS' INK they seemed to hunt me up. By this I mean I do differ from the others and keep people talking, and when there are snaps they find me. Very truly,

E. K. PARK.

LOVELAND, Col., Dec. 13, 1897.

PRINTERS' INK is like unto a package of highly condensed beef, milk or other food product. It is small in bulk, but contains the greatest possible amount of nutritious, life-giving and restorative forces known for the recuperation of prostrated, sickly and declining advertisers, business men and progressive newspapers.

What PRINTERS' INK desires a testimonial for I can not comprehend, as a single copy of any of its issues is the highest testimonial that can be given the publication devoted to the interests of the advertisers, merchants, publishers and their kindred associations.

C. H. MCINTYRE, 53 Arthur st.
CLEVELAND, Ohio, Dec. 29, 1897.

PRINTERS' INK is read with keen interest, because it tells the truth about newspaper circulation and facts regarding advertising.

J. H. JOHNSON.
WINONA, MINN., Dec. 13, 1897.

After eleven years in the advertising business I am convinced that there is not a medium anywhere that is so carefully read for business pointers as PRINTERS' INK.

SAM. E. WHITMIRE,
BROOKLYN, N. Y., Dec. 2, 1897.

A SELECT LIST

Is what many general advertisers want when they are considering the placing of advertising in a given State. . . .

Here is the

OHIO SELECT LIST

Comprising the best papers in thirty-two of the best cities of the State. Every one has a distinct field which it fully covers. Ohio can't be covered by an advertiser without these papers. Ask the publisher of each for rates.

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republic-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

THE BEAUTIES OF NATURE.

Here, my Amanda, let us seat ourselves,
Here let us banish sorrow from our minds
By contemplating the delightful view
Which stretches all around us. And what joy
To be reminded thus, tho' far from town,
Of that which glorifies our native land,
American trade! Gaze first at yonder wood.
On every tree is tastefully inscribed
In scarlet letters, "Use Niagara Soap!"
Turn to those meadows (at no distant date
But one uninteresting plain of grass).
Each bears a dozen hoardings, striking,
bright,

Deckt in resplendent, variegated hues,
Telling the reader that Excelsior Pills
Cure influenza; Brown's Tea is best,
And costs no more than 25 cents the pound.
And that the purchaser who fain would quaff
Smith's special brand of sherry, must beware
Of spurious imitations. On that hill
A grand, gigantic sky-sign testifies
To Johnson's Hair Renewer, and beyond
You catch a glimpse of ocean, where the boats
Proclaim the message painted on their sails:
"Robinson's Boots are Warranted to Wear!"
Oh, does not such a view delight the heart?
Yea, soon the time will come when every inch
Of our land shall display advertisements;
When, newly taught, the birds shall add
their notes

To the glad chorus, "Buy Pomponia Paste!"
The nightingale shall sing and all the glade
Echo her music, "Buy Pomponia Paste!"
How great a debt of thankfulness we owe
To these, the benefactors of our time;
Who both contribute to the human race
Productions to our ancestors unknown,
And also glorify each rural scene
By these announcements of their excellence!
And how we pity those of olden time,
Who praised the country, but so little knew
What beauty could be added to the scene
By the artistic advertiser's aid;
To whom the hills, the meadows, and the
woods

Brought no glad message, such as we receive,
Of soaps and sugars, pens, pianos, pills!
—*Philadelphia Bulletin.*

THE NEWSPAPER.

The wide-awake newspaper, with its kaleid-
oscopic and interesting news and special
features, is eagerly sought, read, discussed
and commented upon. Its novelty is never-
ceasing. It brings into view some new phase
of life with every issue. Its columns record
the heartbeats of humanity, with their joys
and sorrows. It is the unofficial journal of
the human family, and, rightly conducted,
fills a sphere of great usefulness.—*Scranton*
(Pa.) *Truth.*

IN SAN FRANCISCO.

The remarkable prosperity of the San
Francisco *Evening Bulletin* since its pur-
chase by Mr. R. A. Crothers three years ago
is a matter of considerable interest to ad-
vertisers. It will be remembered that the
Call and *Bulletin* were both sold at about
the same time and passed out of the former
joint ownership into individual hands. Both
papers were of the conservative class—and
their clientele was principally among con-
servative people—not the pushing, hustling,
news gatherers that they are to-day. The
Bulletin did not leap at once into the promi-
nence which it has now attained, but has
gradually grown to be a metropolitan daily in
every sense of the word.

The interesting point to advertisers is the
matter of circulation—both quantity and
quality. As to quantity, the paper claims a
circulation three times what it had when pur-
chased by Crothers. This statement is borne
out by the fact that they have recently or-
dered a new double supplement press, mak-
ing the third purchased during the past three
years. They would have no use for three
presses if they did not have the circulation
they claim. It is interesting to note in this
connection that their street sales are from
four thousand to forty-eight hundred copies
daily. As to the quality of the circulation,
the *Bulletin* has always been a home paper
and is yet; undoubtedly it reaches the very
best people that an advertiser wishes to lay
his claims before. In a number of Eastern
cities the evening paper is in the lead; in San
Francisco the morning dailies have always
held first place. By its aggressive news
gathering and progressiveness in all depart-
ments the *Bulletin* has now become one of
the four leading papers of San Francisco and
the Pacific Coast.—*The Ad-Book.*

THE sins of a dishonest advertiser will be
visited upon his business even unto the third
and fourth season.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS,
WEEKLY TIMES-NEWS, 14,000 daily, 4,500
weekly. LA COSTE, New York.

YOUNGSTOWN, OHIO, SUNDAY NEWS—32
pages. Largest paper in Youngstown and
Mahoning Valley. Advertisers and others—sam-
ple free. Rates 20c. inch each insertion. C. M.
SHAFFER CO., Youngstown, Ohio.

The Troy Record

TROY, N. Y.

"All the News
Worth Reading."



Always First.

Best for the reader.

Best for the advertiser.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly
—is the only daily paper in south Carolina
giving a sworn and detailed circulation state-
ment. (See Ayer's Directory). It is the best
family newspaper published in the State. That's
why it pays to advertise in **THE REGISTER**.

WASHINGTON.

THE "P.L."

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater
circ'n than any other W. Va. English daily.

CANADA.

\$28 FOR 1 inch, L. A. W., for 3 mos. in 32 best
papers in Quebec Prov., excluding Mont-
real. **E. DESBARATS AD AG'CY**, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the
size of the town. It is typographically handsome,
accurate and reliable. Member Associated Press.
It has more home advertising and foreign adver-
tising than any other evening paper in its field. It
brings results. It is read by all classes.

New England's Family Paper.

THE
Portland Transcript

The following facts will interest
advertisers who are seeking the best
mediums and who appeal to New Eng-
land buyers.

FIVE FACTS.

1. The average weekly circulation
of the **TRANSCRIPT** for the year
ending July 31, 1897, was

23,443 $\frac{10}{52}$

2. One-half of this circulation is in
Maine; nine-tenths of it is in New
England.
3. Probably no paper in the country
has so many readers per paper.
Many **TRANSCRIPTS** are borrowed
from house to house and finally
sent to relatives in the West or
South. Ask any New Englander if
this is not so.
4. Each issue of the **TRANSCRIPT** has
12 pages. The average of advertis-
ing does not exceed 10 columns.
This means good position for "run
of paper" ads.
5. The advertising rates of the **TRAN-
SCRIPT** are moderate, and two or
three extra good positions can be
had by early application.

TRANSCRIPT CO.

Portland, Maine.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE
TEXAS
BAPTIST
STANDARD

is their chief denominational medium.

The **STANDARD** has the largest circula-
tion of any religious paper published in
the Southern States.

The following affidavit proves that
fact:

WACO, TEXAS, February 3, 1897.

TO WHOM IT MAY CONCERN:

This certifies that the smallest number of
complete copies of the **TEXAS BAPTIST STAND-
ARD** printed during any week of 1896 was
\$1,500.

J. B. CRANFILL, Proprietor.
(Seal.) **T. M. HAMILTON**, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by **J.
B. Cranfill**, **T. M. Hamilton** and **St. Clair
Lawrence**, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the **Texas Baptist Stand-
ard**, Waco, Texas, for sample copy
and rate card.

PRACTICAL
PROSPEROUS
PROGRESSIVE

Farmers and Stockmen

are the class of people who
read **TEXAS STOCK AND FARM
JOURNAL**.

SWORN
CIRCULATION, - **11,000**

Space at a lower rate per
thousand circulation than
any weekly agricultural pub-
lication in the State.

Covers Texas, New Mexico,
Indian Territory, and parts
of Louisiana and Arkansas.
For rates and sample copies
address

Texas Stock and Farm Journal
Dallas, Texas.

A Misfit Quotation

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—
Psalm cxvi., 11.

MAINE.

Augusta, (Me.) Lane's List (3).—Monthly average for twelve months 78,722 copies. Lane's List always proves openly and publicly its monthly editions, and never failed on any issue to exceed its guaranteed circulation.—*Printers' Ink.*

**What Appears Every Month
With Publication of
Postal Receipts.**

**"\$1,000 IF FALSE. A GENUINE
OFFER.**

I will pay the actual expenses of any advertiser using Lane's List, or any reliable advertising agent, to Augusta and return, and make him a present of \$1,000, who will prove that the above is not in strict accordance with facts as shown by the official records." This offer has been open three years.

**WALTER D. STINSON,
AUGUSTA, ME.**

The Argus

of Albany, N. Y., publishes the news.

It is consequently a home paper.

This makes it a very desirable medium for advertisers.

Results are certain if advertisements are placed in its columns.

DAILY
SUNDAY
SEMI-WEEKLY } Editions.

**JAMES C. FARRELL,
MANAGER.**



Far Seeing People

Are the most successful. Their perception of opportunities where others see nothing is the secret of their success. Shrewd observers find me a splendid opportunity for improving their advertising matter. Those who have tried me ought to know. That they are still trying me proves that they do know. If you should try me you will know, too.

I attend to the whole business.

I get up advertisements, booklets, circulars and catalogues. I write, design and print. I turn out the whole job complete. No other printer has such complete facilities for turning out the complete job as I have. If I happen to run across anything that I don't know all about, I know where to put my hand on the fellow that does. Can I be of service to you? Address

**WM. JOHNSTON,
Manager Printers' Ink Press, 10 Spruce St., N. Y. City.**

Half a Century



Colman's Rural World, of St. Louis, Mo., passed the half century mark January 1st, 1898. It has been the leading agricultural paper of the Mississippi Valley for a period of fifty years. Its editors and correspondents furnish the latest and most practical intelligence in every department of farm life. Its advertising matter is not only the choicest and best, but set up with taste so as to strike the eye of every reader. Many of its advertisers have used its columns with the highest satisfaction for twenty, thirty or forty years. Its circulation is among the most intelligent and progressive class of farmers, stock breeders, fruit growers, gardeners, etc., in the great valley. It is one of the most neatly printed agricultural papers published. Each copy speaks for itself.



For samples address

Colman's Rural World.

Chemical Building, St. Louis, Mo.

A GROWING CITY.
A THRIFTY NEWSPAPER.

The Joliet Daily News.

CIRCULATION 12 mos. to Dec. 1st,
5,495.

Read in 80 per cent of homes of Joliet.

Great Manufacturing City.
Access to all Trunk Line Railroads.
Richest Agricultural Center.
Millions Paid in Wages.

**Place your Advertising in
A WIDE-AWAKE CITY,
A WIDE-AWAKE NEWSPAPER.**

Particulars about circulation given by
the Advertisers' Guarantee Co., of
Chicago. All inquiries for rates
receive prompt attention.

THE NEWS CO.,
Joliet, Ill.

The Patriot

HARRISBURG, PA.

Is the leading newspaper
in
Central
Pennsylvania.

One proof of it: The judgment of good advertisers.

Take the three days immediately preceding Christmas. It contained 929 7-8 inches more advertising than its closest competitor and 1,030 1-8 inches more than its second closest.

That's convincing proof of the opinion of its immediate community. Business, not sentiment, influenced.

Nearly Every Steamer

bound for Alaska
and the Yukon gold fields
starts from

SEATTLE.

Every regular line of Alaska
steamers, but one, has its head-
quarters in

SEATTLE.

It is the Mecca for outgoing
prospectors and home coming
Klondikers.

It is the great outfitting point
for the Yukon.

The time to make your ad-
vertising contract with

SEATTLE

POST-INTELLIGENCER

is now.

A. FRANK RICHARDSON,
Special Eastern Representative,
Tribune Building, New York.

GEORGE U. PIPER,
Manager.

S. P. WESTON,
In charge of advertising.

His Say So Doesn't Make It So.

The editor of PRINTERS' INK talks as though he knew it all. But he doesn't. People who live in the hurly-burly about Nassau and Spruce streets corner are apt to get their hats, hair and brains disarranged by the winds which blow round those New York daily paper offices. There are more people who don't live in that rush than who do. The daily papers do not reach them with indorsement. The weekly papers do. The daily papers are good for some advertising and the weekly papers are better for other kinds.

Back of the hurly-burly bargain people is the great army of religious people who fill the buying homes of the land. On them and by them is prosperity built. The advertiser who secures the trade of the religious homes, and he gets it best through the religious weekly, can afford to laugh at the advice of the editor of a weekly paper whose brain is biased by the daily sight of the daily paper buildings.

Put these on your list :

PHILADELPHIA

The Sunday School Times

THE LUTHERAN OBSERVER,
THE CHRISTIAN STANDARD,
THE PRESBYTERIAN JOURNAL,
THE REF. CHURCH MESSENGER,
THE CHRISTIAN INSTRUCTOR,
THE EPISCOPAL RECORDER,
THE CHRISTIAN RECORDER.

They cover a portion only of the religious field, but that field is theirs exclusively.

Published for 23 to 78 years, they have grown up with the families, until now they give an indorsed introduction into

Over 220,000 Homes,

where they have the loving confidence of many subscribers. It will profit you to have business dealings with them.

THE RELIGIOUS PRESS ASSOCIATION,

104 South Twelfth St.,

PHILADELPHIA, PA.

"Sports' Bible."

Established 1866.

The Illustrated POLICE NEWS, BOSTON, MASS.

Advertisers!

If you wish to reach Sportsmen, Policemen, Detectives, Firemen, Barbers or their friends, use the advertising columns of the News.

The brightest and most up-to-date sporting paper in the country; devoted to boxing, wrestling, sprinting and horse-racing, police and detective records.

ITS READERS ARE BUYERS.

ADVERTISING RATES.

Display	25cts. per line.
Reading Notices	50cts. "
Discount for { 13 consecutive times	10 per cent.
{ 26 " "	15 "
{ 52 " "	25 "

Advertise now. It pays your competitors—why not you?

Address all communications

POLICE NEWS,
4 Alden Street, Boston, Mass.

For Twenty-five Dollars

we will print seventy-five words, or ten agate lines, in two million copies (2,000,000) of conspicuous American Newspapers and complete the work within eight days. This is at the rate of only one-eighth of a cent a line for 1,000 circulation. The advertisement will appear in but a single issue of any paper. It will be placed before two million different newspaper buyers—or Ten Million Readers, if, as is sometimes stated, every newspaper is looked at on an average by five persons.

Address with the check

THE GEO. P. ROWELL ADVERTISING Co.,
10 Spruce Street, New York.

Send \$1 for our complete catalogue of all American newspapers having regular issues exceeding a thousand copies. There are about 6,000 names in the catalogue. It is a book of about 150 pages. Ready for delivery December 15th.

More Lives Than a Cat!

A cat is supposed to have nine lives, but a printing office can beat that number. It hangs on long after it ceases to pay its bills, and day after day sinks deeper and deeper into the mire.

The ink house which was unfortunate in selling it knows the account is a dead loss, but they continue to extend a little more credit, with the hope of realizing something in the end. Long after this ink house has concluded they are in as deep as they care to be, other ink houses will continue to fill orders from it, which keeps it still alive and makes it the dread of honest competitors. These losses must be borne by some one—and that some one is not the ink man. The honest printer who buys on credit and pays double my prices, is the one who helps to pay for the dead beats. Since I started in the ink business, four years ago, my bad debts have not amounted to \$50, and I have filled over forty thousand (40,000) orders. I have no agents. I keep no books. If the cash don't come with the order, I hold on to the inks. These are some of the reasons why I can sell from fifty to eighty per cent lower than my competitors, and give the best inks in the world. Send for my colored price list.

Address,

Printers Ink Jonson,

8 Spruce St., New York.

DECEMBER

WAS A
RECORD BREAKING MONTH
WITH BOTH THE
EVENING and
SUNDAY **Telegram**

On sales and advertising both went far ahead of all previous records.

During the month there were sold of
EVENING TELEGRAMS 1,071,278

An average daily sale of 41,203.

Of **SUNDAY TELEGRAMS** there were sold **160,480**

An average per Sunday of 42,620.



ON ADVERTISING.

The gain has been even more remarkable, as the following record shows:

Evening Telegram, inches of paid advertising.....	25,998
Evening Competitors, inches in all kinds of advertising.....	23,339
Morning Competitors, inches in all kinds of advertising.....	19,181
Excess in inches in Evening Telegram over Evening Competitors.....	2,759
Excess in inches in Evening Telegram over Morning Competitors.....	6,817
Sunday Telegram, inches of paid advertising.....	6,310
Sunday Competitors, inches all kinds of advertising.....	1,874
Excess in inches of advertising in Sunday Telegram over Sunday Competitors.....	4,436
Excess in inches of advertising in Evening and Sunday Telegram over Evening and Sunday Competitors combined.....	7,195
Excess in inches of advertising in Evening and Sunday Telegram over Morning and Sunday Competitors.....	11,253

LAST EIGHT MONTHS' RECORD.

Inches of paid advertising in Evening and Sunday Telegram	203,464
Total inches, all kinds advertising in Morning and Sunday Competitors.....	172,229
Excess in inches of advertising in Evening and Sunday Telegram over Morning and Sunday Competitors.....	31,235
Total inches, all kinds of advertising in Evening and Sunday Competitors combined.....	191,927
Excess in inches of advertising in Evening and Sunday Telegram over Evening and Sunday Competitors combined.....	11,537
Inches paid advertising Sunday Telegram.....	46,765
Total inches, all kinds of advertising in Sunday Competitors	16,217
Excess in inches of advertising in Sunday Telegram over Sunday Competitors.....	30,548

ADDRESS

PROVIDENCE TELEGRAM PUB. CO.,
PROVIDENCE, R. I.

**GOOD,
HONEST,
FAMILY
PAPER**

**CLEAN NEWSY
BRIGHT
ENTERTAINING**



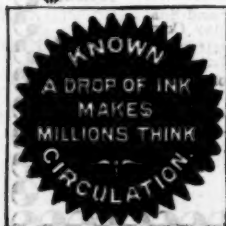
THE ELMIRA TELEGRAM

**has the Largest Circulation
of any Sunday paper in New
York State outside of the
Borough of Manhattan.**



A. FRANK RICHARDSON

**TEMPLE COURT, - - - NEW YORK
CHAMBER OF COMMERCE, - CHICAGO
RED LION COURT, FLEET ST., LONDON**



**PROFUSELY
ILLUSTRATED
AND
UP TO DATE IN
ALL RESPECTS**

**THE
KIND
THAT
ADVERTISERS
ENJOY
ALL THE
TIME**



A business man with New York office, ample capital and excellent trade connections, wishes to represent manufacturer of popular novelty, or remedy, or useful article suitable for women, children or homes, on liberal percentage basis. Address, with full particulars, M, 241 West Broadway, New York.



Can You Use Books as Premiums?

If so we will send, postpaid, to your customers,
upon receipt of price, as follows :

THE SEASIDE LIBRARY,

Over 2,200 Titles,

Upon receipt of Eight Cents per Copy.

THE CHARLOTTE M. BRAEME (Bertha M. Clay) SERIES,

Over 128 Titles,

Upon receipt of Six Cents per Copy.

THE GIANT SERIES,

Over 75 Titles.

Upon receipt of Five Cents per Copy.

MUNRO'S LIBRARY OF POPULAR NOVELS,

Over 275 Titles,

Upon receipt of Four Cents per Copy.



FOR FULL PARTICULARS AND COMPLETE CATALOGUES, ADDRESS

George Munro's Sons,

P. O. Box 2781. 17 to 27 Vandewater St., N. Y.

He is a Wise Man

Secure daily entrance into the *home circle*; make yourself known to it. You have something to sell; tell them of it and create a demand for your wares. This end can best be accomplished through the advertising columns of

WHO

DOES

THE

RIGHT

THING

THE
DETROIT FREE PRESS,

a welcome daily visitor in the *homes* of many thousands of Detroit's and Michigan's best citizens. The oldest, largest and most influential paper in the State. Its popularity and efficacy are attested by its steady growth and the rapid increase of its advertising patronage.

AT

THE

RIGHT

TIME.

NOW! Good crops, good prices and steady employment have put money into the pockets of the producers, which will find its way out through the channels of trade. Enterprising advertisers will secure the most of it. Are you reaching out for your share? Write now for sample copies, rates, etc.

THE DETROIT FREE PRESS,
DETROIT, MICH.

Eastern Office: R. A. CRAIG, 41 Times Bldg., New York.

Western Office: J. E. VAN DOREN SPECIAL AGENCY,
1320 Masonic Temple, Chicago.

In Kansas No Daily, Weekly or Semi-Weekly paper is credited with so large a circulation as that accorded THE TOPEKA SEMI-WEEKLY CAPITAL by the American Newspaper Directory.

In All America But five other Semi-Weeklies have credit for so large a circulation as is accorded by the American Newspaper Directory to

The Semi-Weekly Capital

THE WEEKLY NEWSPAPER is too slow for the progressive, up-to-date farmer, the kind of a farmer who has use for what you have to sell and money to buy it. If he is not situated so that he can conveniently take a Daily, he wants the next best thing, a Semi-Weekly paper with all the news of the world while it is fresh and interesting.

In Kansas THE SEMI-WEEKLY CAPITAL fills the popular want to perfection. It is the leading farm and family newspaper. It reaches over 1,200 post-offices and circulates in every county in the State. This is the year to reach the farmers of Kansas, and THE SEMI-WEEKLY CAPITAL is read by more of them than any paper published.

AVERAGE CIRCULATION . . . 15,877
for First Six Months of 1897.

The S. C. Beckwith Special Agency,

"THE ROOKERY," CHICAGO.

TRIBUNE BUILDING, NEW YORK.



DAILY UNION.....ESTABLISHED 1851.
 DAILY RECORD.....ESTABLISHED 1867.
 CONSOLIDATED.....FEBRUARY 22D, 1873.

California Gold Getters

How To Reach Them

DWELLERS in the Cities of the Sacramento Valley and of Northern California.

RANCHERS of the rich acres drained by the Sacramento river.

MINERS of the towns and camps of the American, Yuba and other tributary streams and creeks, and of all the rich mineral region of the Northern California Sierras.

The Record-Union,

The Only 7-day Paper of the Sacramento Valley.

Sacramento Publishing Co., Sacramento, Cal.

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising,

Tribune Building, New York.

The Rookery, Chicago,
 Western Business Office.

That wave of golden grain

a regular **breaker**, that rolled over **Southern Kansas** and Oklahoma, landed her people high and dry with **more money** per capita than any other 300,000 people of like territory in the United States.

..THE.. WICHITA EAGLE

is the only Associated Press daily published that reaches these prosperous people same day of publication.

R. P. MURDOCK, Bus. Mgr.

THE S. C. BECKWITH SPECIAL AGENCY,
New York and Chicago.

THE LAST DAY!

Plan of Publication of the March Edition of the American Newspaper Directory for 1898.

DECEMBER 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

JANUARY 15. Revision commenced, beginning with Part I., Catalogue by States. Corrections can not be promised after January 15.

JANUARY 31. **Revision Complete.**

The forms go to press on the dates named below, and are closed three days earlier:

- FEBRUARY 1. To and including California.
 2. To and including Idaho.
 3. To and including Illinois.
 4. To and including Iowa.
 5. To and including Kentucky.
 7. To and including Massachusetts.
 8. To and including Minnesota.
 9. To and including Nebraska.
 10. To and including New York State.
 11. To and including Ohio.
 14. To and including Pennsylvania.
 15. To and including Tennessee.
 16. To and including Washington.
 17. To and including Ontario.
 18. Part II. (over 1,000 circulation). To and including Indiana.
 19. Part II. To and including Ohio.
 21. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
- FEBRUARY 23. Part IV. (concluded), Medicine and Surgery, Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign Languages.

FEBRUARY 24. All sheets delivered at the bindery.

MARCH 1. A copy of the Directory shipped to each subscriber.

Advertisements in position will be taken until three days before the form for the particular portion is put to press.

Advertisements to go in the back of the book can be taken as late as February 19.

Address communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY,

NO. 10 SPRUCE STREET, NEW YORK.

COST OF ADVERTISING IN THE AMERICAN NEWSPAPER DIRECTORY For 1898—Thirtieth Year

Will be Issued March 1st.

The American Newspaper Directory is published quarterly and appears in March, June, September and December. The price of the book is \$5 for each quarterly issue or \$20 a year. The books are delivered carriage paid to any point in North America.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

Small pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in length or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a right to one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress position of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$25 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each), to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$50, full pages \$100, for each issue.

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York.

*Did you ever stop to
think of the absolute
value of*

Street Car Advertising ?

*It is an undeniable
means of publicity,
and gives guaranteed
circulation.*



To Place It Properly Consult Us.



GEO. KISSAM & CO.,
253 BROADWAY, N. Y.

The Greater New York

Is an Accomplished Fact.



IN the Borough of Brooklyn we control the advertising in the very best lines of street cars, and the Brooklyn "L" covers practically a large portion of the city. Our street cars will soon cross the bridge, and the "L" later.



GEO. KISSAM & CO.,

253 Broadway, New York.

A. T. STEWART

once said :

“ People go where
they're invited.”



CAN YOU INVITE THEM IN
ANY BETTER WAY THAN BY
A CARD IN THE STREET CARS?
IT'S THERE WHEN THEY GO
HOME, WHEN THEY GO OUT,
ALL DAY! ALL NIGHT! IT
HAS THE LAST CALL ON
THEIR ATTENTION ON THEIR
WAY TO BUY, WHEN ALL
OTHER MEDIUMS HAVE BEEN
THROWN ASIDE OR FORGOT-
TEN. WRITE US ABOUT IT IF
YOU WISH TO KNOW MORE.



Geo. Kissam & Co.,
253 Broadway, New York.

New York **J**ournal

W. R. HEARST.

The new rate card of the NEW YORK JOURNAL has just been issued and goes into effect January 15, 1898.

The price has been advanced in the EVENING JOURNAL from 25 cents to 30 cents per agate line.

The price remains the same for the morning edition.

The price has been advanced in the SUNDAY JOURNAL (main sheet) from 40 cents to 45 cents per agate line and in the Sunday Supplements from 35 cents to 40 cents per agate line.

The extra charges for position remain the same.

The conditions governing display and broken columns remain the same.

The scale of discounts for SPACE or TIME start at 2½ per cent and grade on the 2½ per cent scale up to 20 per cent, which is the maximum discount.

The card of rates is so plain and so free from complications that advertising agents or advertisers will find no difficulty in determining what to do in any of the editions of the

New York **J**ournal

Advertising agents and advertisers will find the new rate card very unique, totally unlike any other rate card ever issued by any publication in this country. They will find it representing the JOURNAL'S motto:

"Action Not Talk."

